

# IN-STORE MOBILITY

CUSTOMERS AND EMPLOYEES SEEK ONLINE EXPERIENCES IN BRICK AND MORTAR STORES

TRENDAGRAM

182 Million

U.S.-based consumers own smartphones. <sup>(1)</sup>

60%

Retailers have implemented a cellular or broadband backup

11%

plan to in the next 12 months. <sup>(1)</sup>

2/3

Retailers will identify a customer when they walk in the store via their smartphone by 2020. <sup>(4)</sup>

19%

Retailers plan to implement customer-owned mobile device as POS in less than two years. <sup>(1)</sup>

58%

Retailers list mobility as a top business priority <sup>(2)</sup>

7%

World's cellular connections (excluding M2M) on LTE in 2014, up from 3% a year earlier. <sup>(7)</sup>

What are mobile shoppers doing on their phones inside stores? <sup>(3)</sup>



4 in 10: Comparing prices



4 in 10: Contacting friends or family for advice



1 in 3: Taking pictures of products they might buy

MOBILE TECHNOLOGIES RETAILERS HAVE IMPLEMENTED: <sup>(5)</sup>



17% Mobile POS



15% Mobile-based store dashboards



17% Mobile-based store alerts

BENEFITS OF LTE CELLULAR DATA: <sup>(6)</sup>

- Improved bandwidth
- Reduced latency
- Increased capacity

85%

Retailers plan to increase spending on their mobile initiatives by more than 20% in 2015. <sup>(2)</sup>

Sources: 1 – POS/Customer Engagement Study, Boston Retail Partners, 2015; 2 – 2015 State of Mobile Retailing Online, Shop.org and Forrester Research, February 2015; 3 – Shoppers Bringing Online Competition Inside Bricks-and Mortar Stores, GfK, February 2015; 4 – Real-Time Retail – The New Retail Imperative, Boston Retail Partners, June 2015; 5 – Empowering the Store Employee: Benchmark Report 2015, Retail Systems Research (RSR), July 2015; 6 – Top 10 Mobile Technologies and Capabilities for 2015 and 2016, Gartner, February 2014; 7 – 4G Deployments and Connections Gather Pace, Mobile World Live, February 2015.

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