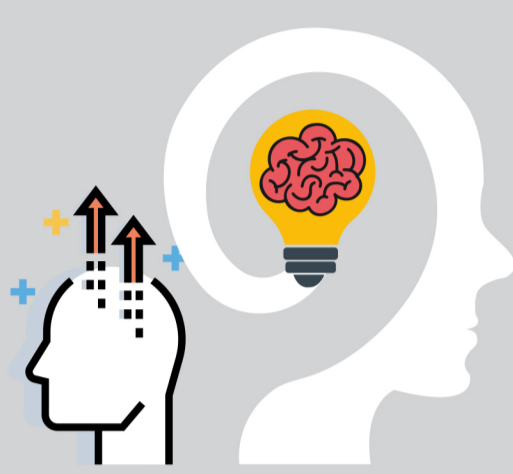




NEW (VIRTUAL) RETAIL OF THE NEW NORMAL

Opportunity Amid Uncertainty

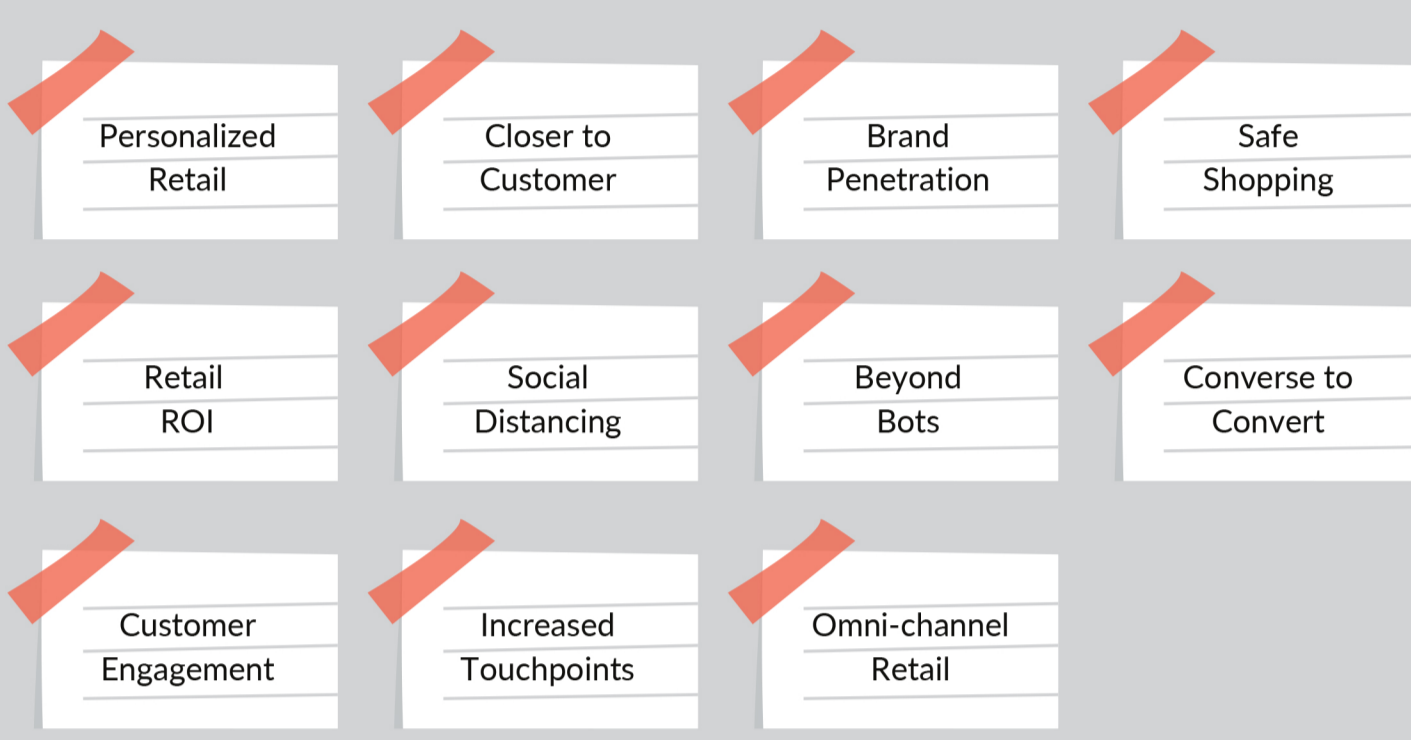
When consumers are getting more used to with the digital experience replacing the physical aspect of shopping, retailers are also trying to leverage the burgeoning trend to its maximum. As a result, traditional retail is getting a fast-paced digital makeover without losing its personal touch and eCommerce is also upping its personalisation game with Virtual Retail in its otherwise isolated shopping model.



ADAPT & EVOLVE

AS PER CHANGING TIMES & CUSTOMER PREFERENCES

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By 2021, traditional retail shall account for **75%** of retail revenue while organized retail will reach **18%** and e-commerce retail will be having **7%** of total retail market share.
IBEF projections (Mar 2020)

IT'S A WIN-WIN



Customer

Personalised & interactive shopping experience in the comfort & safety of their homes

Retailer

Increased touchpoints, inclusion in purchase consideration, better ROI & staff productivity

THE PRE-REQUISITES



Robust digital strategy



Aptly trained salespeople



Integrated automation tools



Interlinked analytics engine

* A good sales partner manages all these chores end-to-end so the retailer can focus on its core business, i.e. selling

WHAT'S IN IT FOR THE BRANDS?

If aligned well with customer's journey, brands can optimise their marketing spends and subsequently sales conversions as the market dynamics undergo a transformation.

NEW VIRTUAL RETAIL SALES CYCLE

Customer stage	Outreach tactic	Outcome for brand
Unaware No idea about the product	Spread awareness (Through digital means – adwords, promotions etc.)	Attention (Page views)
Aware Has some information about the product	Build trust (Through organic & sponsored info distribution)	Engagement
Exploring Exploring available options in product category	Increase purchase desire (Through influencer marketing, Live chats etc.)	In-Depth Engagement
Considering Inclining towards a particular product/ brand	Anchor interest (Through Lead gen campaigns, targeted re-marketing etc.)	Lead Generation
Shopping Makes the purchase decision	Ensure smooth sales (Through e-commerce, Facebook e-Commerce, etc.)	Conversion
Enjoying Explores post-sales support if required	Strengthen trust (Through offers, customer support etc.)	Loyal Customer

IN A NUTSHELL NEW RETAIL OF THE NEW NORMAL

BEFORE	AFTER
In-store salesperson	Virtual brand consultant
Retail stores in malls and markets	Retail stores on customer's device
Limited customer reach	Increased brand penetration
Regular eCommerce	Human assistance beyond bot-chats
RESULT	
Satisfied customers & profitability for retailers	