

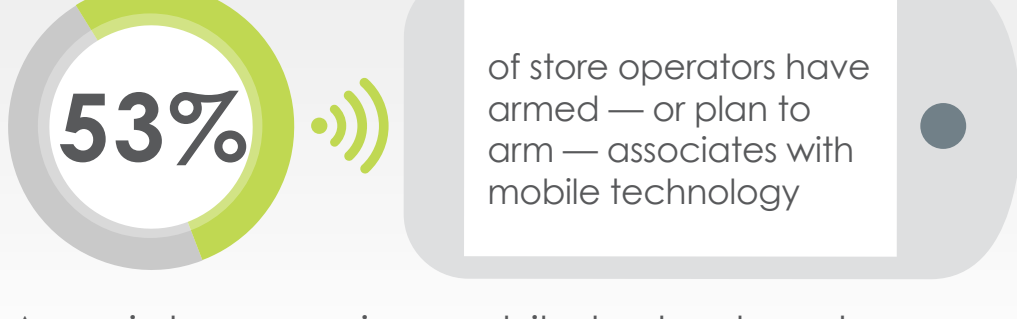
# INVESTIGATING THE NEXT GENERATION OF STORE OPERATIONS



E-Commerce and m-Commerce may be on the rise, but the store still plays a crucial role in consumers' lives. To boost store performance, managers and store associates are tasked to deliver exemplary customer experiences.

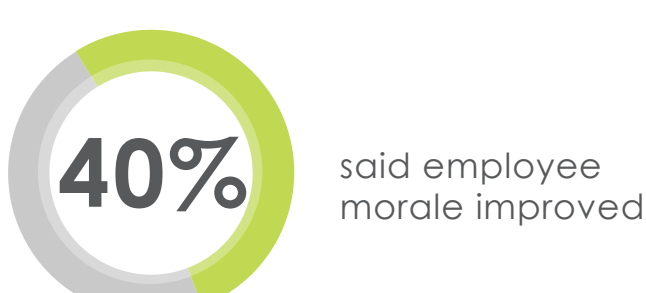
Retail TouchPoints surveyed more than 100 retail executives to learn how store operators are keeping pace with omnichannel trends and demands!

## BRINGING MOBILE TO THE STORE



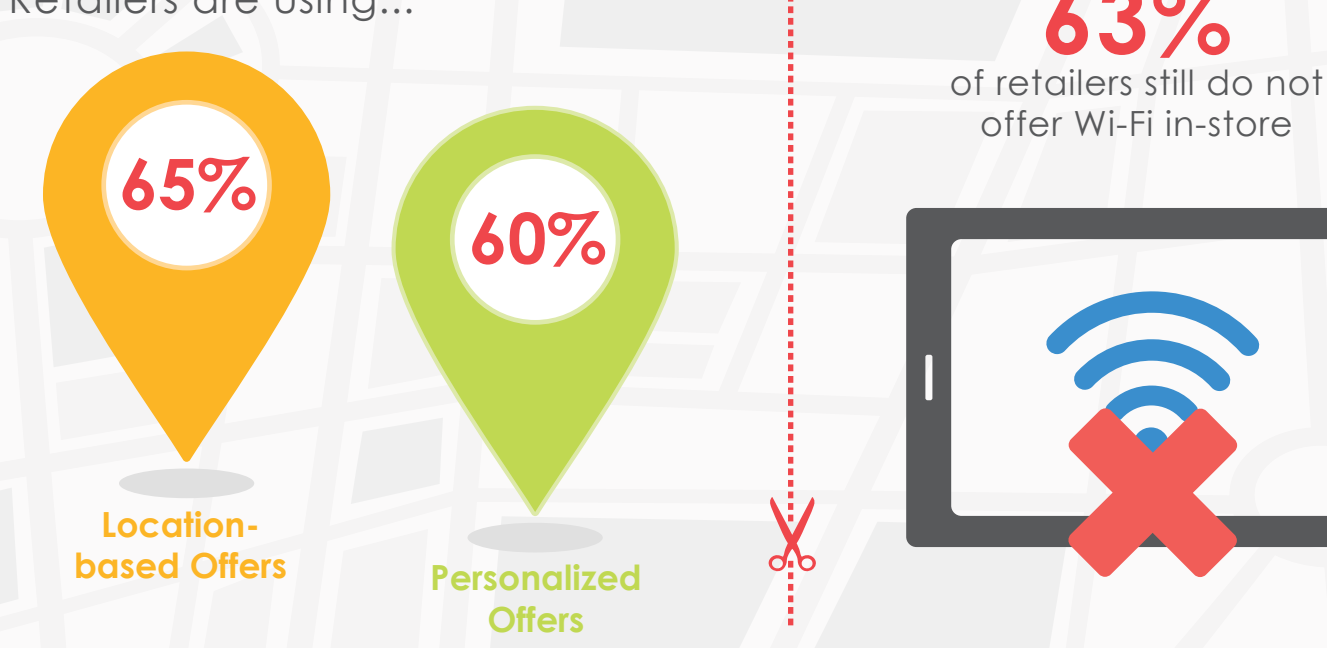
Associates are using mobile technology to:

- 60% Look up product information
- 50% Access inventory levels
- 43% Order out-of-stock products online
- 43% Conduct clienteling and assisted selling



## MOBILE MARKETING GETS PERSONAL

Retailers are using...

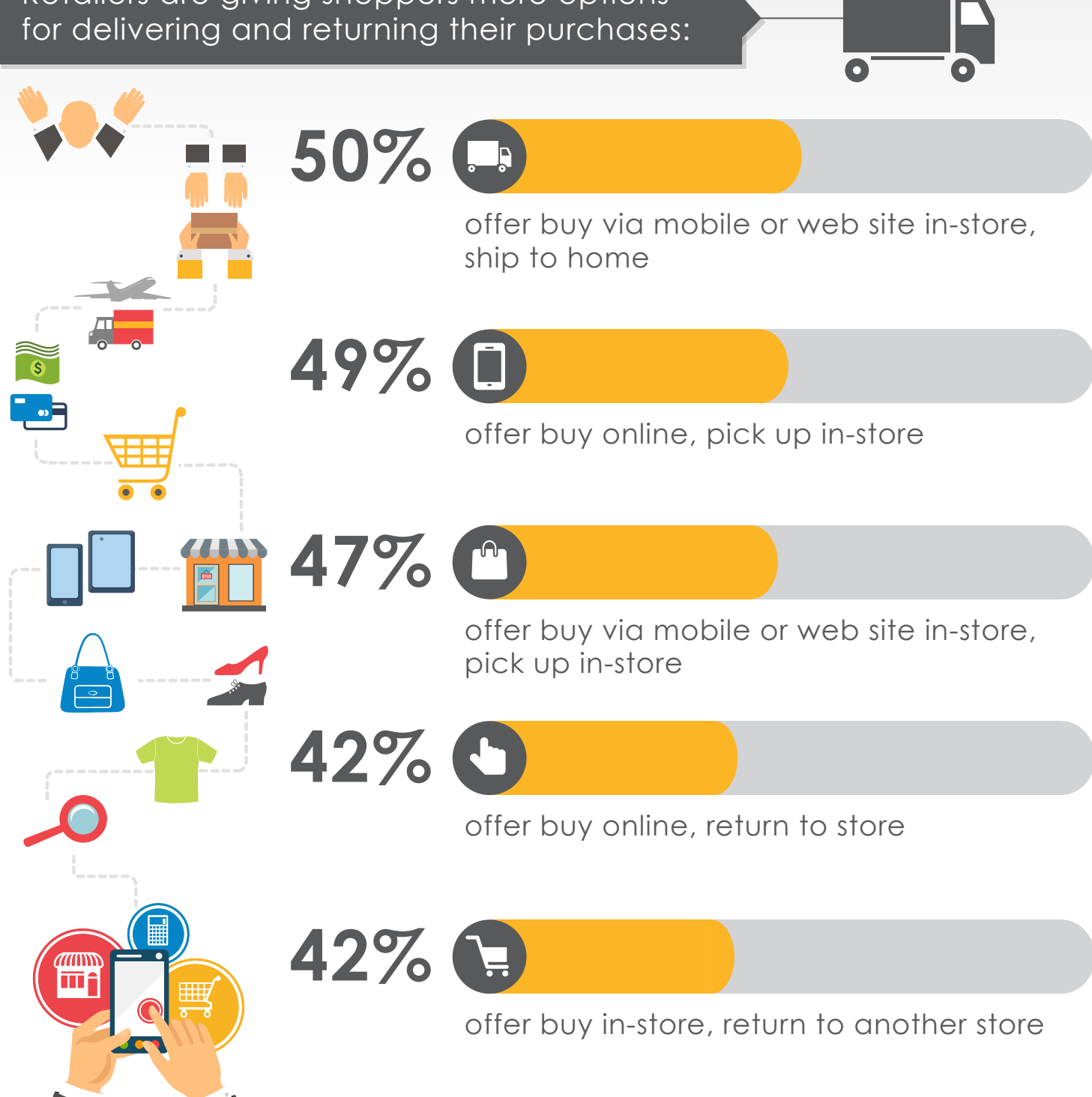


## KEEPING PRICING AND PROMOTIONS CONSISTENT

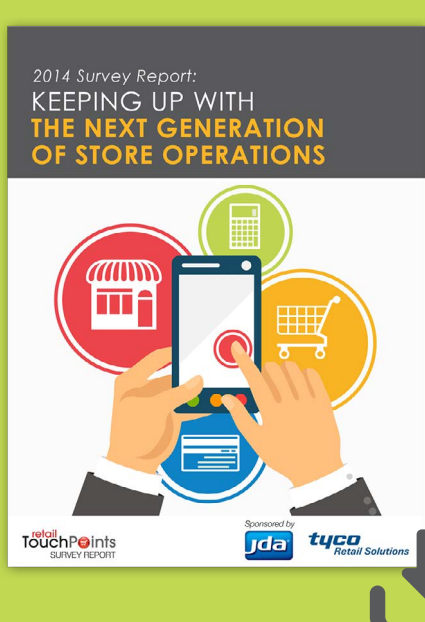


## OMNICHANNEL ORDER FULFILLMENT

Retailers are giving shoppers more options for delivering and returning their purchases:



Want to learn more? Download the Retail TouchPoints Store Operations Survey Report now!



<http://rtou.ch/sor-2014>