

# THE NEXT GENERATION RETAIL EXPERIENCE



The worlds of consumer technology and retail design have been upended in recent years as both have evolved on their own and converged in exciting and challenging ways.

In the home and office, desktop computers and bulky monitors have been replaced by powerful laptops, stylish tablets and dazzling flat screen monitors. Mobile phones continue to get sleeker and more powerful and have become an indispensable part of daily life for more and more people. And digital screens and interactive technology are now the norm for informing and engaging people in just about every environment.

#### Reinventing Retail Experiences:

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# The new norm

## Shopping behavior and modalities have also evolved.

The new norm extends beyond the traditional brick and mortar experience with tech-savvy, smart-phone toting consumers shopping across multiple channels, creating a radically new retail norm and heightened consumer expectations. Studies show that 86% of adults will pay more for a better customer experience and 54% will spend more with retailers who improve the overall experience. <sup>1</sup>



<sup>1</sup>2011 Customer Experience Impact (CEI) Report – Harris Interactive





# Customer experience

**As a result the in-store customer experience has become paramount – from the store entrance, to the exit and everywhere in between – it’s all about creating exceptional shopper experiences.**

For instance, a recent survey from Piper Jaffray & Co. found that about 77% of teens say they still prefer shopping in stores compared to shopping online and the majority of them say that shopping is also a form of entertainment – not just an exercise in fulfilling a need for new socks, shoes or electronics. Another study, from the Urban Land Institute, found that 85% of Millennials report that they “love” or “enjoy” shopping in malls and stores. In the study, only a tiny minority reported that shopping was a “chore.”





# Lead the pack

**Leading retailers realize that store technology and design are increasingly important in winning in the new retail environment with today's design and technology-astute shoppers.**

According to a recent Association of Retail Environments study, 63% of retail executives plan to "increase significantly" or "increase somewhat" their investments on in-store technology in 2014. And that's the No. 1 thing in which retail execs plan to increase spending. Other design elements came in second and third, with 61% of retail execs planning to increase spending on fixtures and displays and 57% of them planning to increase spending on store signage and graphics.

And a recent Deloitte research study indicates that 85% of surveyed retail executive respondents, over the next five years, see a compelling brand experience as a primary focus of the store. This brand experience needs to be integrated into every aspect of the store design. And that's where NCR's new design approach – which lives at the intersection of form and function – can help.

Whats on the retail executives mind?

63%



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61%

increase spending on fixtures and displays in-store

57%

planning to increase spending on store signage and graphics



# Next generation POS

**NCR's new RealPOS(TM) XR7 point-of-sale terminal offers the sleek high-tech look of a tablet to mesh with new store design demands combined with the retail- hardened long life retailers expect.**

Retailers need to maximize system uptime and their overall technology investment. A store experience that falls apart at the checkout area – the last and in many cases most intimate point of the shopping and purchase process – can leave a negative and lasting last impression.

The NCR RealPOS XR7 represents NCR's latest evolution of our design and usability thinking around point-of-sale terminals. It features a stylish all-in-one design, zero-bezel touchscreen, best in-class performance, exceptional versatility and of course the ruggedness and data security retailers need.



# Creating the experience

The product form, materials and user interface builds on over a century of retail knowledge and global experience. Charlie Rohan, NCR's Director of Consumer Experience explains that "NCR's user-centered design philosophy focuses on both sides of the sales counter – addressing the needs of the sales associate using the POS terminal and the experience of the shopper. All interfaces and visual elements have been considered, resulting in a sophisticated design that does not compromise usability, reliability, or aesthetics." The end result is a culmination of design, functionality and quality that goes beyond any point-of-sale solution in the market.

Making store design a key part of the retail experience is increasingly important in attracting shoppers and creating experiences they want to come back for and share with their friends and family.

"We take our brand promise seriously, everyday made easier. We design on a human scale and place emphasis on people who use our products on both sides of the counter. Design has to be extensible to organically fit into any environment; it has to be usable for associates and consumers alike."

Lyle Sandler,

NCR's vice president of Consumer Experience and Design and a noted expert on retail design

For more information about how NCR is reinventing the POS, please visit us at [www.ncr.com/retail](http://www.ncr.com/retail)

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NCR is headquartered in Duluth, Georgia with over 26,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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