Plug In To
The Power Of Phygital

Why amp up your omnichannel plan?

Modern shoppers are charged up and ready for a **phygital experience.**

The urgency to effectively blend **physical and digital** shopping experiences (aka, phygital) is NOW.

Staying current is challenging but mission critical for retailers like you.

Investments in digitalization and omnichannel will **power retail success** in 2022 and beyond.

Improving your **customer experience** at all points along the buyers' journey takes planning, innovation, insight and investment.

The payoff?

Omnichannel shoppers are **more profitable!**

Use real-time, data-driven technologies to:

Offer hyper-personalized experiences

Monitor and predict customer needs and shifts

Maximize pricing and inventory

Support immediate, self-service engagements

Streamline shopping at any touchpoint

Meet fulfillment and delivery demands

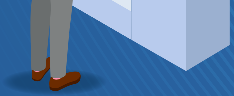
> **Consumers no longer see online and offline shopping as distinct experiences — they expect everything to be connected all the time.**
>
> **Shopping must be fast and efficient some of the time, rich and experiential other times, and always easy and intuitive.**

2022 Consumer Study,
IBM Institute for Business Value/NRF

What works for ONE shopper may not work for another:

Gen Z shoppers who use **phygital** as the primary buying method

36%



67% Shoppers who prefer **self-service** over speaking to a company representative

Customers who use **multiple channels** to start and complete a single transaction **71%**

A phygital approach feeds shoppers' cravings for:

Physical shopping experiences that appeal to their **senses and personal tastes**

Digital shopping experiences that are **quick, easy and convenient** — and in their control

Immediate connection between the two without disrupting the **interaction with your brand**

Turn Ons

Personalized offers and experiences

Turn Offs

Data privacy and security issues

A mix of convenient shopping methods

Cohesive interaction at all touchpoints

Poor mobile experience

Friction along the buyers' journey

Your Customers

96% Expect a **seamless experience** across all channels

Will stop buying from a favorite retailer after **3 bad experiences** **80%**

97% Have **skipped a purchase** because it was inconvenient to do so

Forward-Thinking Retailers

Currently investing to **accelerate digitalization** **36%**

90% Competing to offer better **omnichannel experiences**

Put phygital to work for you and take charge of your customers' journey

Read our Blog

Sources: Deloitte, Kantar, Mobiquity, NRF/IBM Institute for Business Value, PwC, Salesforce, ZenDesk

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