



Conferencia de tendencias del retail: La visión omnicanal

Miércoles 20 de agosto de 2014
Hotel Grand Hyatt Santiago • Santiago, Chile

En colaboración con:



INGENIERIA INDUSTRIAL
UNIVERSIDAD DE CHILE

#ICSCRetailLA

Smart Retail

Internet de las cosas y el futuro del Retail

THINK
BIG
FACTORY.

Ion Cuervas-Mons
CEO of Think Big Factory

21st | August | 2014

NETFLIX

Home



Top 10 for You

New Releases

Genres

Continue Watching



His Girl Friday



What's Eating Gilbert Grape



Garbo Talks



Serenity



The Overture

Instant Queue



YENTL



The Phantom

"ONE OF THE BEST MOVIES OF THE YEAR!"
"FUNNY!"
Billy Elliot

HART DIXIE



We're Not Married



CAROLINA



WHALE RIDER



THE DECOY BRIDE



Gentlemen Prefer Brunettes



LET'S MAKE LOVE



ROAD TO BALI



Life



PAPER MOON



FOOD, INC.

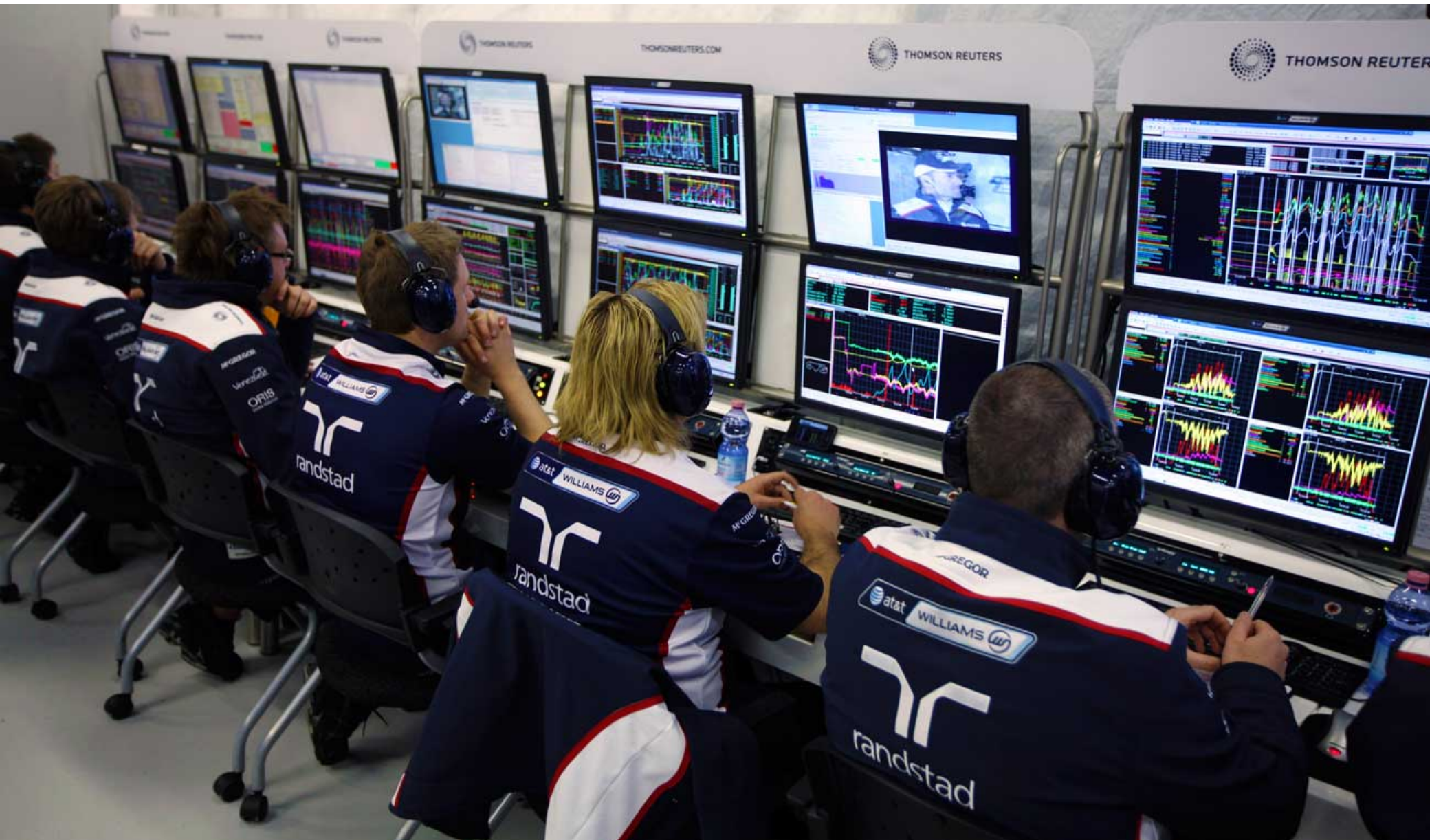
ONE TREE HILL
NEW EPISODES

Technology *(Internet of things)*

2. Technology

Internet of Things

Formula One

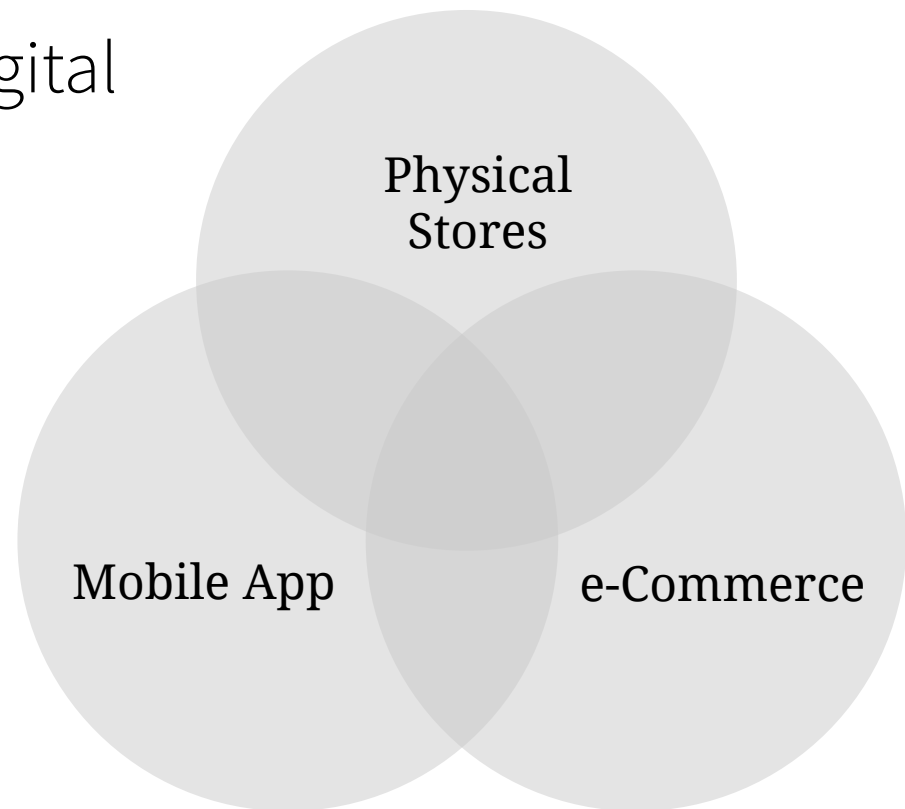




Smart Retail

Smart Retail

Integrating physical and digital
in a new retail experience



Omni-Channel Strategy

Overarching strategy that puts the customer first ensuring a seamless and consistent brand experience, no matter what technology or communication type they are engaging with.

Experience

“Despite e-commerce power, consumers still spend more time in physical stores than they do on individual websites, they purchase more often, and the opportunity to get to know a customer in a physical setting is better in many ways, potentially forging a stronger and longer-lasting bond with customers.”

Ion Cuervas-Mons, CEO of Think Big Factory in Forbes Magazine:
“Five Steps to programmable retail”, 2013

3. Smart Retail

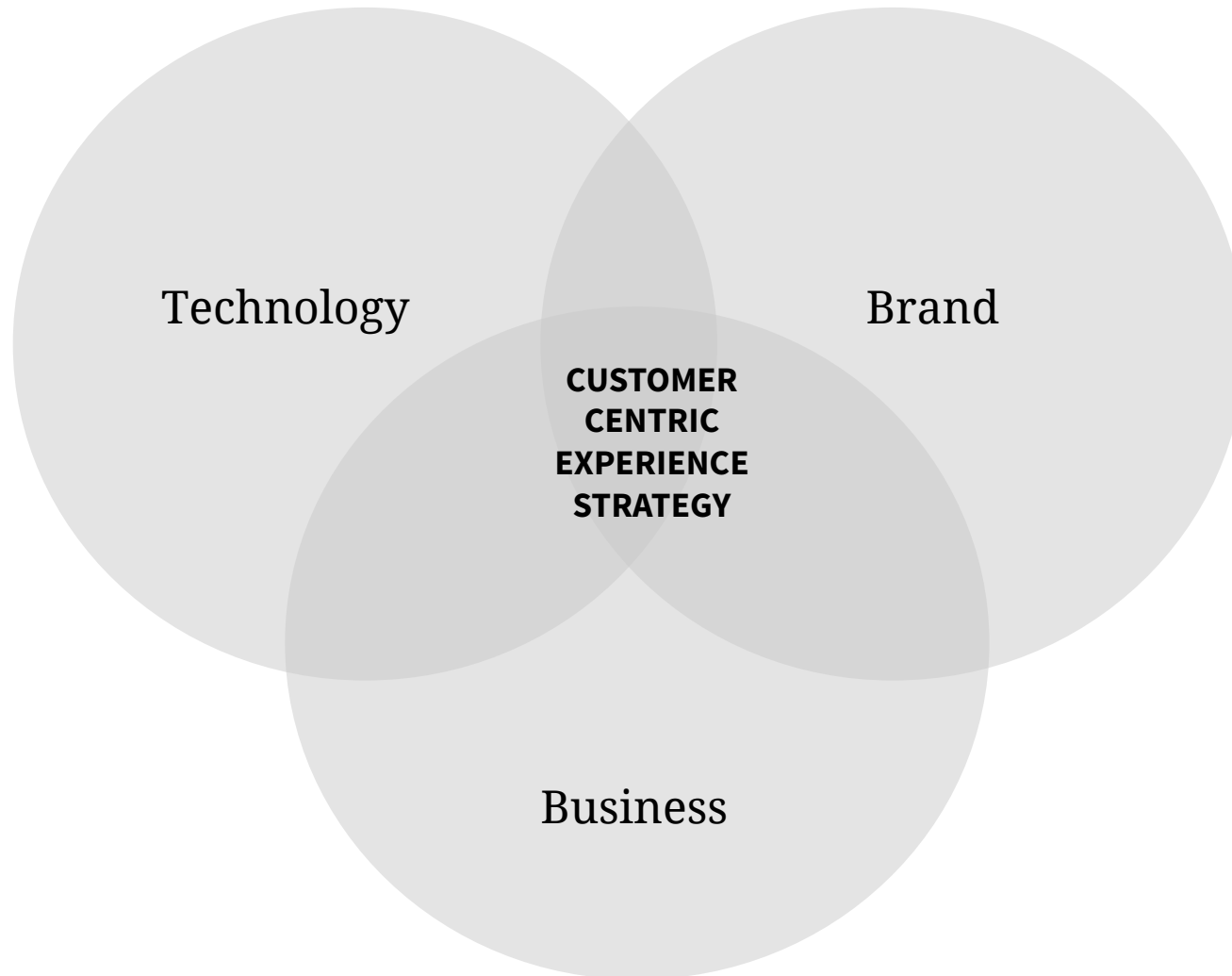
Experience

Amazon Physical Stores



The traditional physical store remains as important as ever, providing the environment in which a retailer can provide **unparalleled experience**.

Through the integration of **digital and physical experiences**, the most successful store owners are pushing the boundaries of the retail services that lead to loyalty and repeat sales.



Opportunities

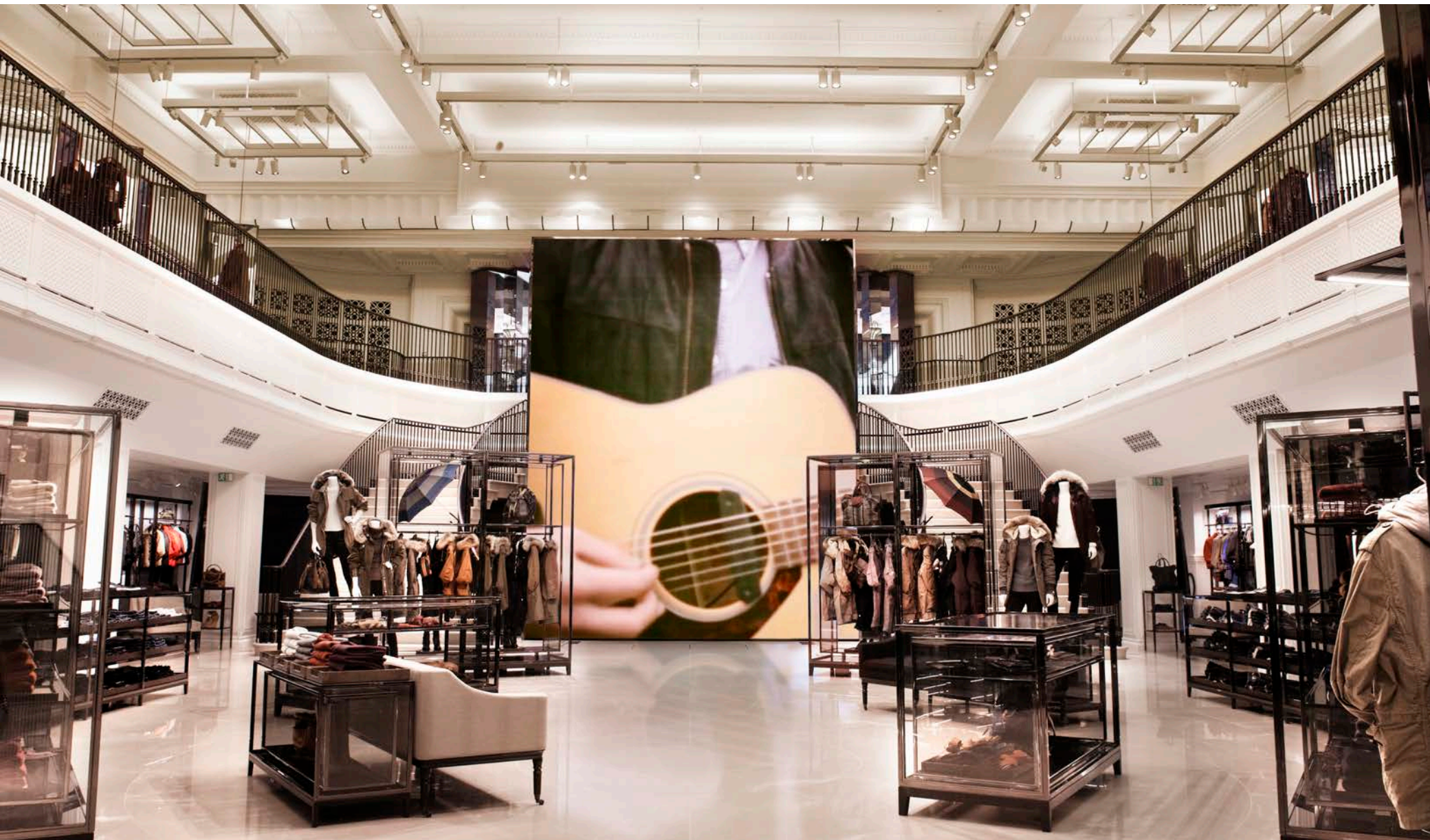
Creating new brand and retail experience integrating the **digital strategy** into the **physical stores**.

Using the in-store online experience to educate customers in order to **increase e-commerce sales**

Analyzing client's data in order to **implement personalized and customized services**.

Designing a clearly differentiated physical stores that **attract new customers**, lead to loyalty and repeat sales

Examples

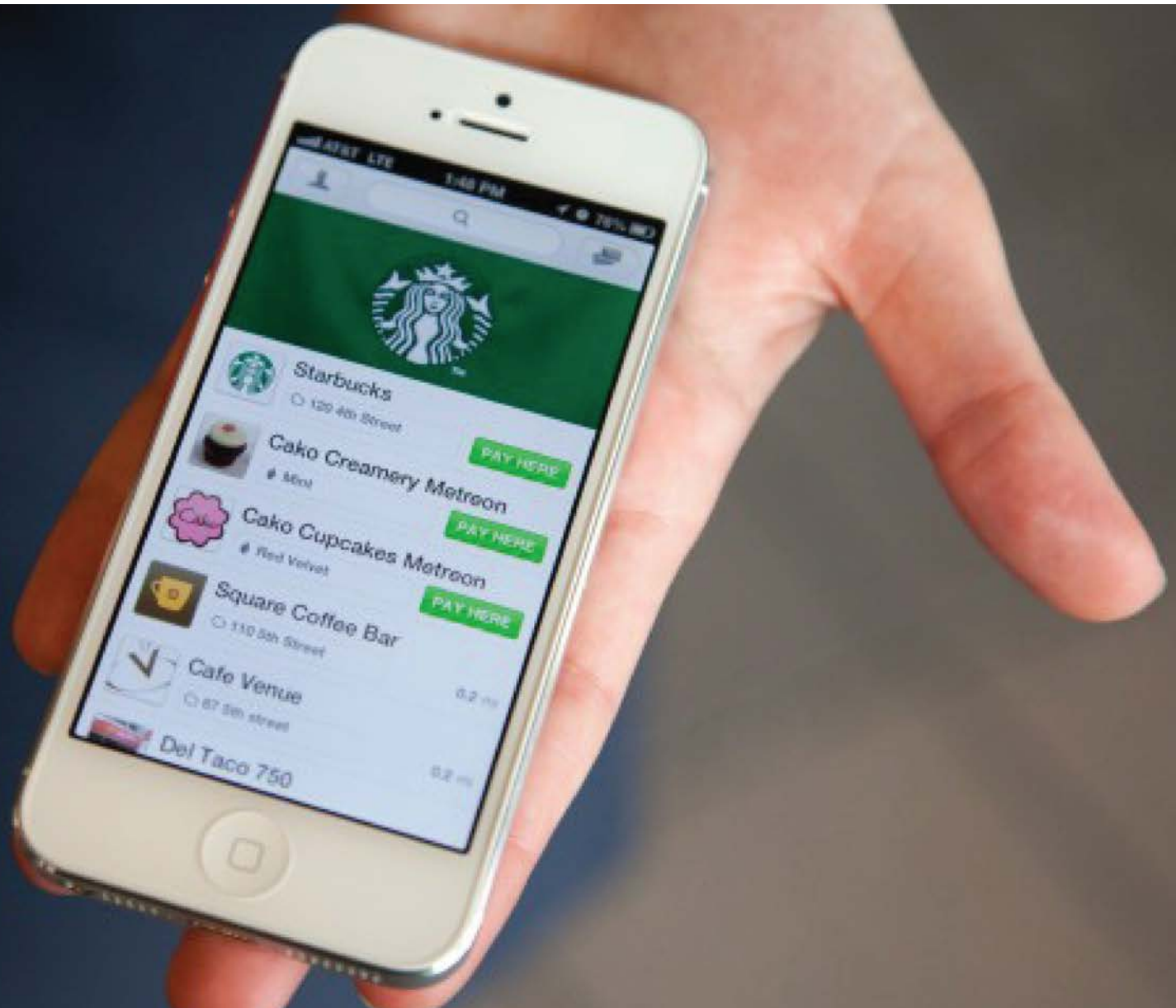


Burberry Omni-channel

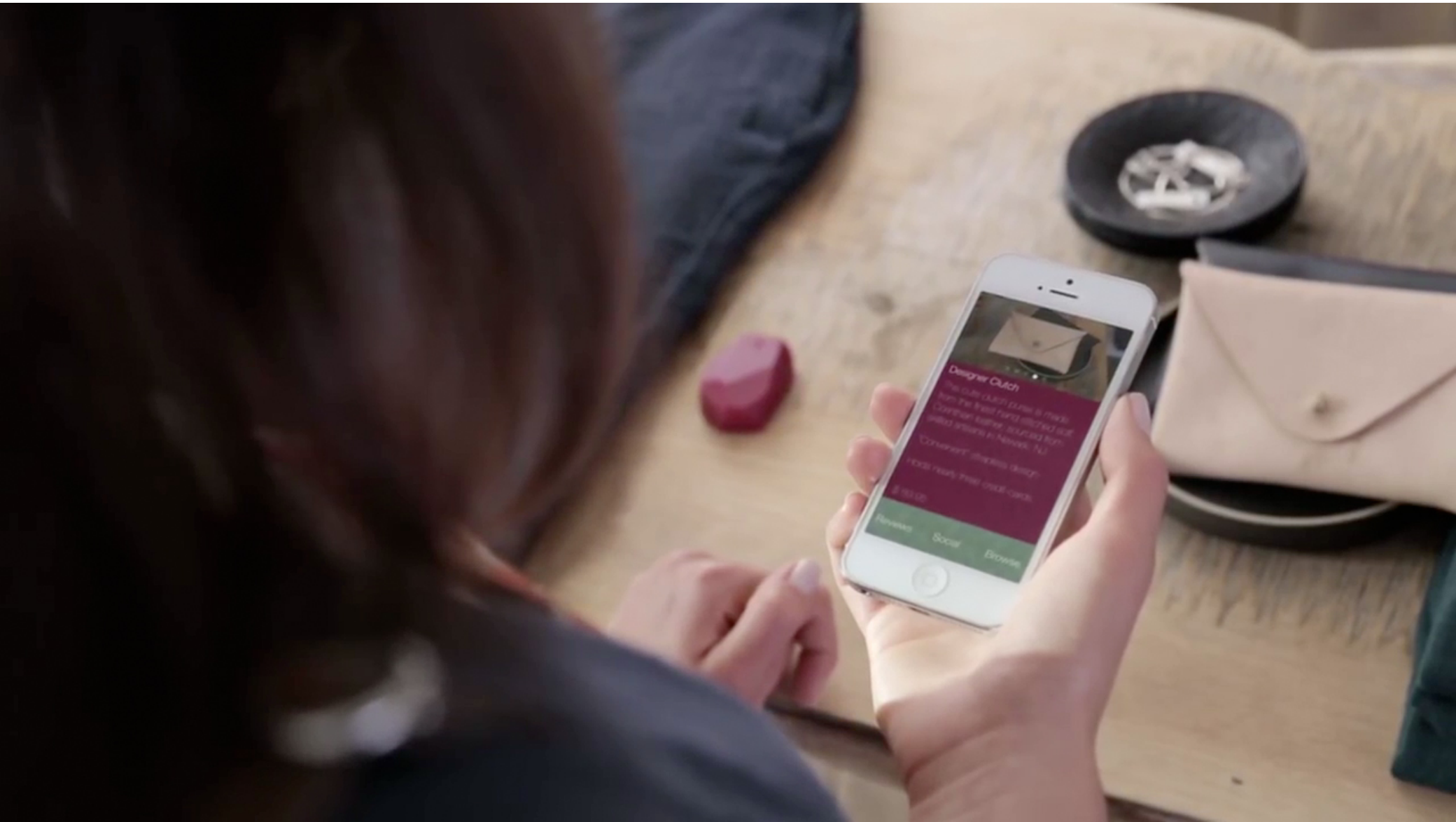
- The brand look and feel is almost flawlessly consistent across the channels.
- The experience across channels is personalized with your 'My Burberry' preferences following you wherever you go.
- Burberry's Social Intranet.
- Interactive changing rooms.
- Custom built signage.
- IPAD enabled staff.
- RFID tags in all clothes.

“What we have wanted to do is build an amazing brand experience and an amazing way that people can engage with the brand.....And then I don’t care where they buy. I only care that they buy the brand”.

Angela Ahrendts, Former Burberry CEO.







3. Smart Retail

Convenience

Nordstrom



3. Smart Retail

Convenience

Nordstrom



Nordstrom Omni-channel

- Pinterest tags for most loved items
- Custom built signage.
- iPad enabled staff.
- RFID tags in all clothes.
- Personalized shopping (Nordstrom Stylist)
- Smartphone point of sale.
- Click and collect.

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Product Interaction

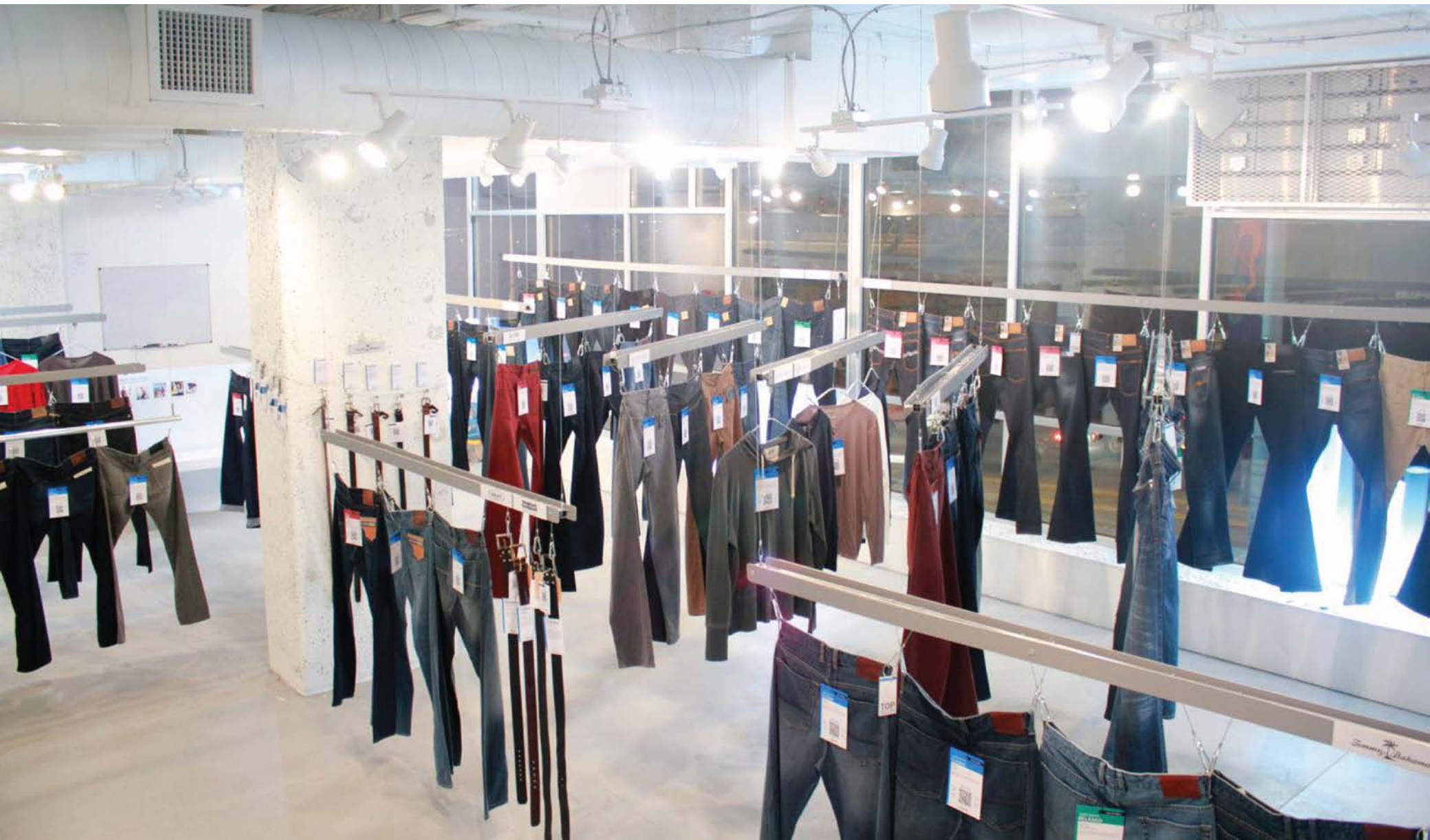
Info Shelf (NFC)



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Convenience

Hointer



3. Smart Retail

In-store analytics

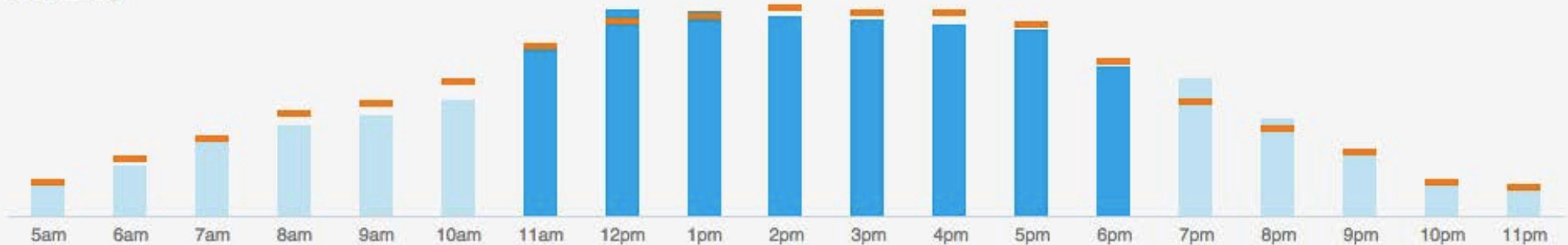
Euclyd Analytics

Date: **Week 26 2013 (07/01 - 07/07)** Location: **Bethesda** [Refresh](#)

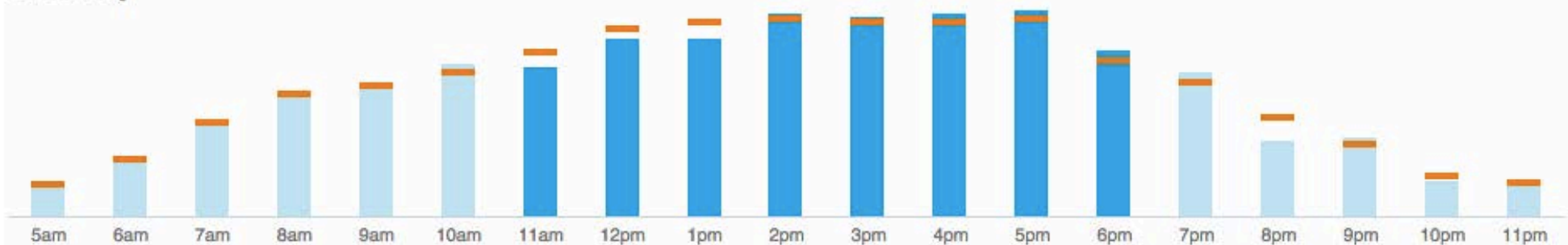
Comparison: **Average** Min Max

■ Average from previous 8 weeks
■ Business Hours
■ Closed

Monday



Tuesday



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Touch Screen

Kate Spade Pop-up (NY)



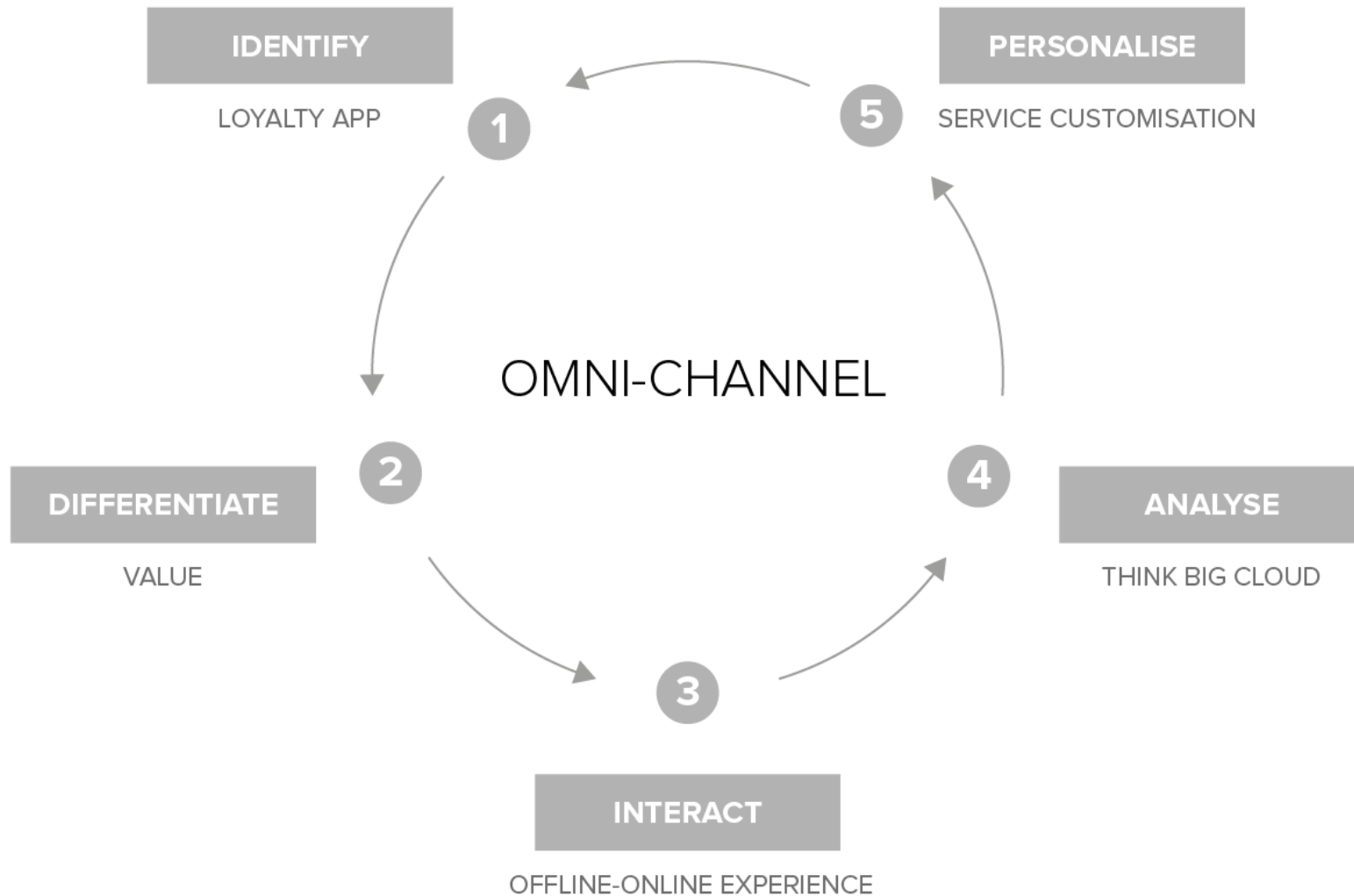
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Hospitality

Smart tasting prototype



Summary



Thank you!

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