

Delighting the modern shopper

Where GS1 standards apply in today's shopper journey



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The key stages of the shopper journey:

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Helping the retail industry delight the modern shopper

Planet Retail's take on how GS1 UK can help create omnichannel excellence:

- While omnichannel is retailing nirvana, it is meaningless to consumers, who just call it 'shopping'. As **consumers flit between channels and seek to blend the best of the online and offline world through mobile**, they see only the brand, from whom they're constantly demanding more.
- With **shoppers expecting a joined up, consistent experience**, the purchasing journey has become extremely complex. Understanding what is required to meet expectations at every touchpoint, in every channel, is now imperative. Tools that assist in achieving this are invaluable in helping create a viable, scalable and future-proof proposition.
- Only by **aligning internal resources to the common goal of meeting the needs of the customer** is the provision of an effective seamless shopping experience possible. Capabilities required to join up every touchpoint and create omnichannel experiences can be strengthened by leveraging technology, best-practice and industry standards.
- Here, we'll help **make sense of this increasingly complex shopper journey**, and demonstrate how to delight modern shoppers at every stage.
- We'll **reveal what is required to become truly omnichannel**, and **the role GS1 standards** play in obtaining this highly sort after accolade.

About GS1 UK

GS1 UK is a community of over 28,000 members working in retail, foodservice, healthcare and more. We are one of 111 independent, not-for-profit GS1 organisations operating across 150 countries worldwide. We help everyone involved in making, moving and trading goods, automate and standardise their supply chain processes using the common language of GS1 global standards.

GS1 UK is operating a transformational programme in support of omnichannel retailing. The initiative introduces a range of standards and solutions that are fundamental to enabling the seamless experiences required by omnichannel retailing, ensuring and enabling globally unique identification of any item, person or location across all channels, systems and devices.

Key initiatives in omnichannel retailing

- Search and SEO
- Fulfilment
- Mobile

To find out more about our omnichannel programme and get involved :

Visit www.gs1uk.org

Email ecommerce@gs1uk.org

Below are a list of the most important GS1 standards for enhancing the shopper journey:



Global Trade Item Number

Identify trade items at any point in the supply chain



Global Coupon Number

Identify, issue and redemption of coupons



Serialised Global Coupon Number

Identify, issue and redemption of personalised coupons



Global Service Relation Number

Identify relationships between retailers/brands and their customers



Global Location Number

Identify entity or location within the supply chain



Serial Shipping Container Code

Identify a consignment or parcel within the supply chain

Throughout this paper you will see keys highlighting where each of the above standards apply in today's shopper journey.

Executive Summary

Planet Retail identifies the role of GS1 UK in enhancing the experience at key stages of the shopper journey:

TREND ANALYSIS

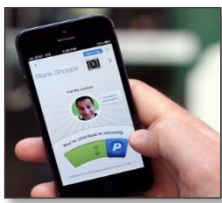
Planning

Shoppers are increasingly scouting out information rich, online resources to facilitate purchasing decisions. Easy to use sites, with inspirational content, are a priority. Mobile is a key tool in easing the shopper journey, giving consumers visibility at every touchpoint along the shopper journey. It is a strategic priority to bridge the gap between online and offline and enhance the instore experience.



Purchasing

Shoppers are seeking more product variety and choice both online and in store. There is a growing desire to utilise mobile to enhance their shopping experience. Real time product visibility and availability, with accurate information across all digital and physical channels, is essential in achieving the seamless customer experience.



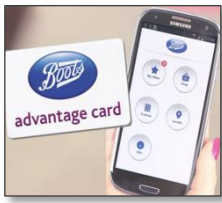
Fulfilment

Fulfilment is a key driver of spend, with speed, cost and flexibility in delivery top priorities. Reducing the time and distance between shopper and product is imperative, while simultaneously boosting visibility of the supply chain to give the consumer greater control over delivery. A convenient delivery service needs to be supported by an equally high standard returns process.



Post purchase

A high quality, customer-centred after sales service is an essential element of the shopper journey. Providing channels that allow feedback, warranties and other after sales services builds brand loyalty and repeat purchases. Retailers continue to review consumer interactions and are working towards more tailored experiences to enhance subsequent shopper journeys.



Role of GS1 UK

➤ GS1 UK can help deliver the right information, at the right time, on the right device and in the right location.

➤ GS1 UK can support retailers and brands in the management of their supply chain to be where the customer is, not where they want them to be.

➤ GS1 UK can assist in granting customers the flexibility and choice demanded when it comes to obtaining and returning their online purchases. GS1 UK can help drive forward anytime, anywhere fulfilment to appease the constantly-connected consumer.

➤ GS1 UK can support businesses in developing closer relationships with their customers, by leveraging GS1 standards to create a more personalised experience and customer-focused after sale services. This in turn will drive brand advocacy.

Key Shopper Trends

Planet Retail's View:

- Retail has gone beyond siloed store, online, mobile and tablet experiences. Consumers are channel and device agnostic, making the provision of **seamless shopping experiences across all channels** and touchpoints imperative.
- Consumers shop the retailer not the channel and are constantly expecting more from them. While willing to interact with retailers via social media and part with personal data, in return **consumers expect to receive relevant and personal, contextual experiences** that meet their needs.
- Stores are vital in delivering modern shopping experiences but need to be re-energised. This requires deploying **technology that solves a pain-point to create engaging experiences**. Arming store staff with the tools to facilitate greater interaction with digitally equipped consumers entering their stores will foster greater hospitality while helping mitigate the Amazon effect.
- Building solutions around consumers' adopted devices will be more cost effective than filling stores with self-service touchpoints. Embracing "showrooming" and leveraging technology to **cater for how consumers use smartphones to shop, interact and engage will lead to higher spend and loyalty**.
- Retailers will need to **grant product and price transparency** through inventory optimisation, supply chain agility and visibility across all channels if they are to meet modern shopper expectations. **It is here where we believe GS1 standards can add real value by helping make the desire for a single view of stock a reality**.
- Fulfilment is the differentiator. Speed and reliability is no longer enough. **Providing choice and flexibility** will be hugely influential in consumers' choice of retailer.

Planet Retail identifies six key elements for achieving omnichannel, or what consumers call “shopping”

1. Provide seamless online experiences

With consumers switching between devices when shopping, delivering quick and easy experiences across all screens is imperative.

IMPLICATIONS:

- Keep website simple, with a quick and easy checkout process;
- Personalise site to device, how arrived at site, browser used, stage in purchase journey;
- Tailor product range, currency and language accordingly - think global, act local;
- Mobile and tablet optimised websites basic requirements;
- Cater for “touch & tap” and “type & click” shoppers.



26%
of consumers' choice of retailer influenced the website being **optimised for mobile and tablet**

2. Empower smartphone users

Accommodating the needs of consumers using mobiles to help inform purchasing decisions when out shopping is now essential.

IMPLICATIONS:

- Provide free instore Wi-Fi as standard. Embrace “Showrooming”;
- Offer apps to aid purchasing decisions, e.g. price checking, reviews and recommendations, offers and coupons;
- Use QR codes and barcode scanners to give product information and reviews;
- Incorporate loyalty card into mobile app - enable real time collection and redemption of points, offers and coupons.



41%
want to receive **tailored vouchers and discount codes via their mobile** when instore based on previous purchases

Planet Retail identifies six key elements for achieving omnichannel, or what consumers call “shopping”

3. Create a compelling instore environment

Future of stores hinge on ability to serve customers across all channels. Retailers need to understand what technology works for its customers and where it needs to be placed.

IMPLICATIONS:
Don't implement technology for technology's sake; solutions introduced must solve pain-point or enhance experience; equip staff with tools of digital age to put on level playing field with smartphone equipped shoppers entering store; facilitate greater customer interaction, leading to superior service levels.



15%
have interacted instore with staff equipped with tablets

4. Contextualised and personalised shopping

Demand for relevant, tailored shopping is on the rise. Personalising every touchpoint, and contextualising experiences will drive loyalty and spend.

IMPLICATIONS:
Build closer relationships with customers to deliver relevant, tailored shopping experiences; Engage in conversations at the right time in the right place to create greater brand advocates; Use Wi-Fi, smartphones, iBeacon tech and instore sensors to deliver hyper-targeted offers; Requires excellent customer data management and consideration of data protection and security.



26%
choice of retailer is influenced by ability to personalise website to only see what they're interested in buying

Planet Retail identifies six key elements for achieving omnichannel, or what consumers call “shopping”

5. Social media can influence purchasing decisions

With consumers utilising social media when making purchasing decisions, retailers need to get closer to their customers, provide genuine compelling content and encourage social sharing.

IMPLICATIONS:

*Leverage social media to build closer and better relationships with customers;
Blend content and commerce to make customers feel integral to brand's success;
Cultivate active community through social media and loyalty schemes;
Provide compelling content, superior information, peer reviews and allow social sharing.*



6. Fulfilment capabilities are a competitive differentiator

Poor fulfilment capabilities will have a detrimental impact on sales. Providing flexibility and choice, while shortening the distance and time between product and consumer, must be a priority.

IMPLICATIONS:

*Fast and reliable fulfilment - same or next day delivery becoming expected;
Choice - facilitate instore pick-up or collection points, allow store returns;
Value for money - offer free delivery and returns or provide delivery pass schemes.*

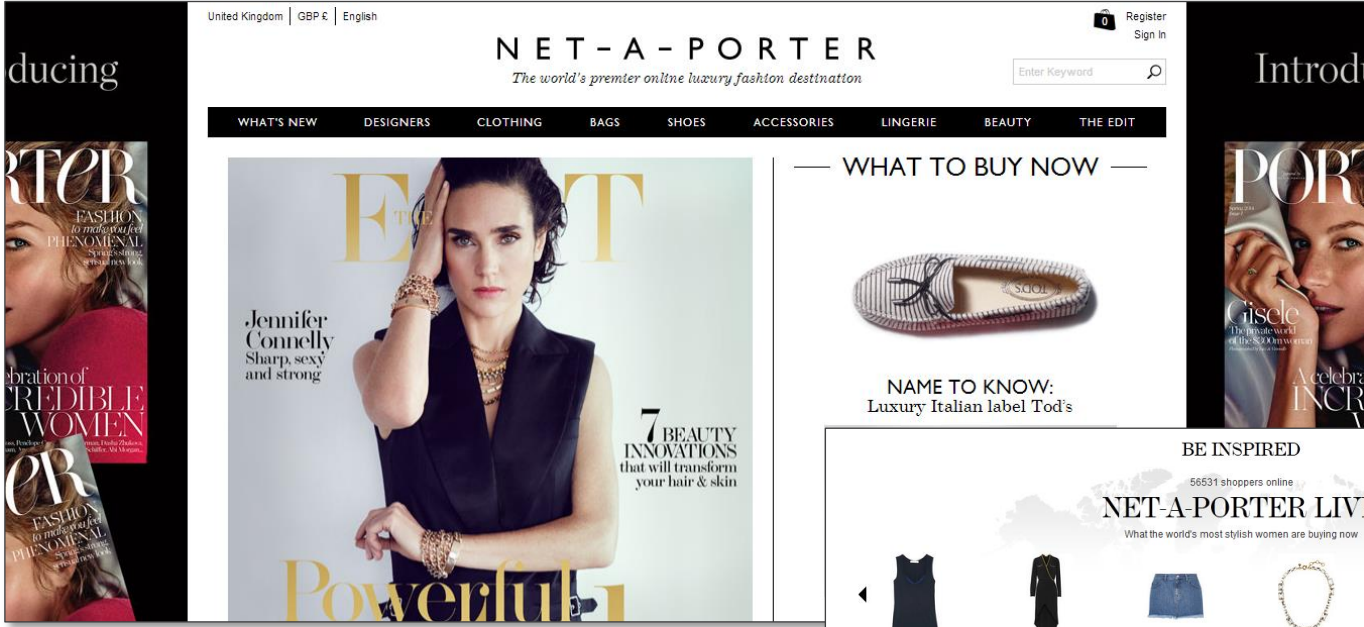


Planning



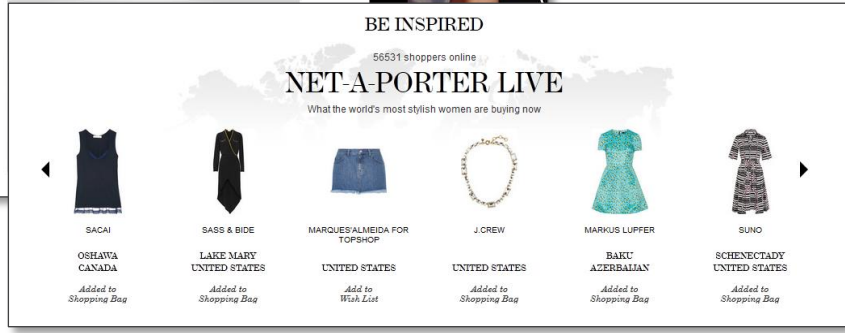
Ease of use is a major factor of importance to online shoppers

Websites must be simple and intuitive so that customers can shop with minimum fuss



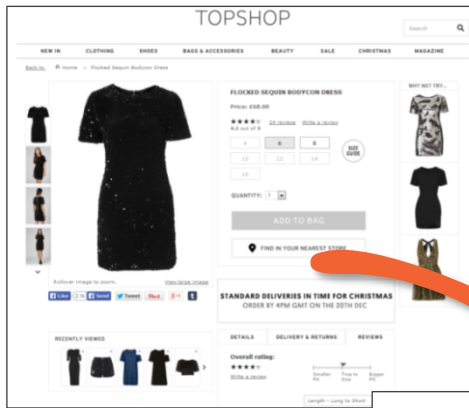
NET-A-PORTER has a minimal, yet appealing, website. The tabs are organised, upfront and self-explanatory.

50% of shoppers find ease of use an important feature of a website

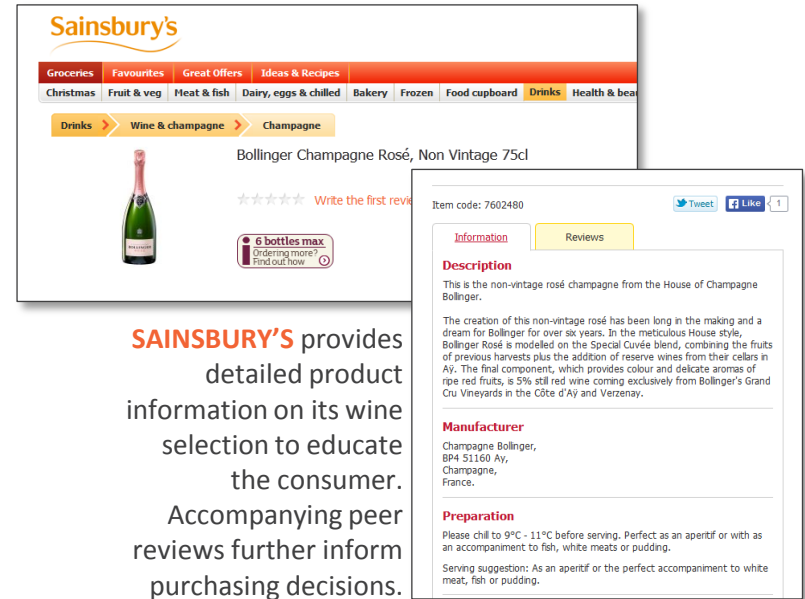


Today's shoppers are highly empowered, scouting out information rich online resources to further guide purchasing decisions

Providing detailed product information and reviews is essential on a site

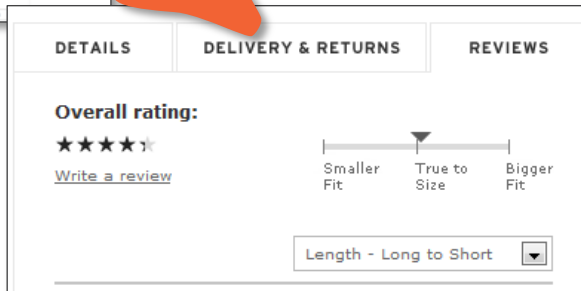


TOPSHOP enables shoppers to not only review the garment but also rank the accuracy of fit to give other consumers a clearer idea of how the product will look on arrival.



SAINSBURY'S provides detailed product information on its wine selection to educate the consumer. Accompanying peer reviews further inform purchasing decisions.

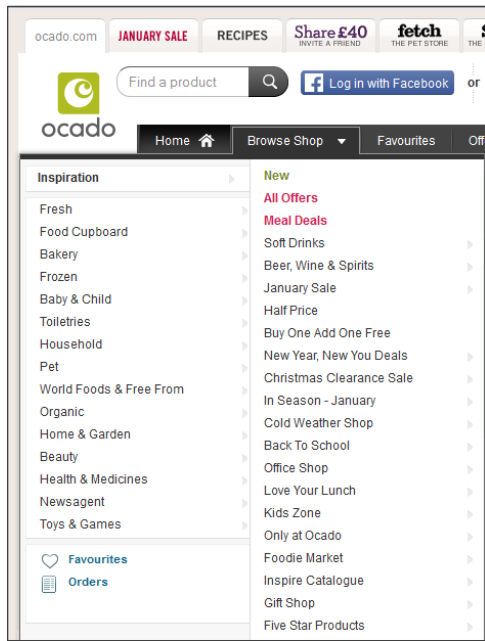
48%
of shoppers think good product info is an important website feature



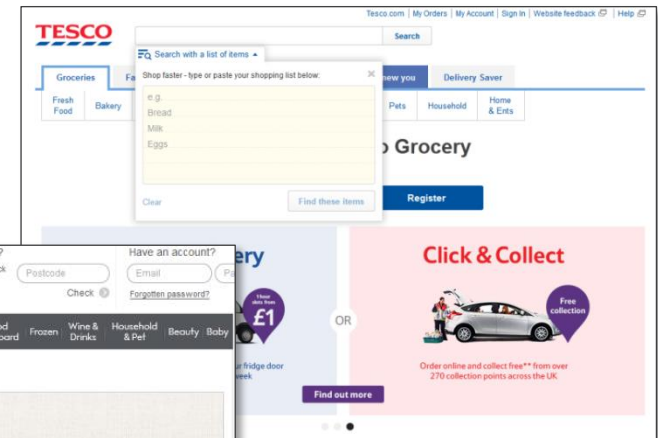
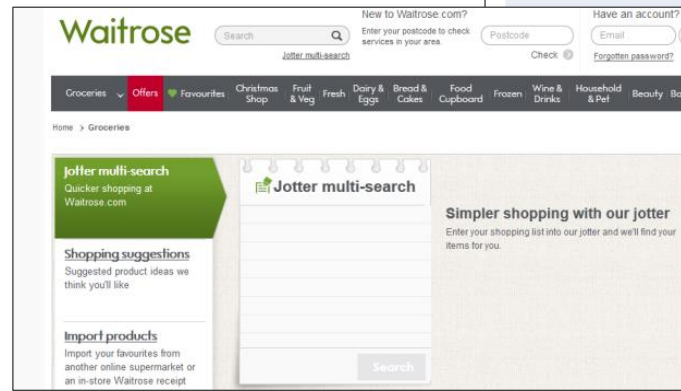
- GS1 UK can assist in providing in-depth, accurate information for online products, granting shoppers the level of information they desire. This will help retain consumers within a retailer's ecosystem.
- GS1 identifiers and their attributes are integral to achieving a standardised, information rich experience required by the empowered shopper.

Shoppers want to quickly find the products they're looking for

Retailers must invest in simple, effective, detailed search engines to prevent user frustration



OCADO groups products by occasion, such as the 'Cold Weather Shop,' to shorten the search process.



WAITROSE and **TESCO** allow shoppers to create their own shopping list to quickly find products relevant to their specific needs.

- GS1 UK can help ensure that a brands products are given greater visibility in an online search.
- An effective search process is an essential element of an easy to use website. The appropriate GS1 identifiers and their attributes can be leveraged to more easily and accurately find products. This will ensure more refined results are generated based on a users search criteria.
- The standardised coding that GS1 UK provides can be leveraged to tailor the search process for the shopper - providing more relevant product recommendations based on items who's codes are complementary to one another.

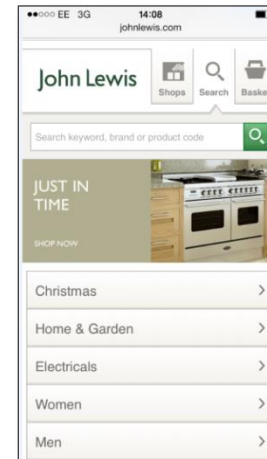
Mobile forms a key part of the planning stage for the shopper, enabling them to search and compare information on the go

Ease of use is now just as essential on a mobile or tablet as it is on a computer

43% more likely to shop online via mobile if more retailers had **mobile friendly sites**



TOPSHOP is easily accessible on the go, with a range of apps as well as a mobile optimised site.



JOHN LEWIS and **RIVER ISLAND** ensure product search is easy on mobiles via their optimised sites and mobile apps.

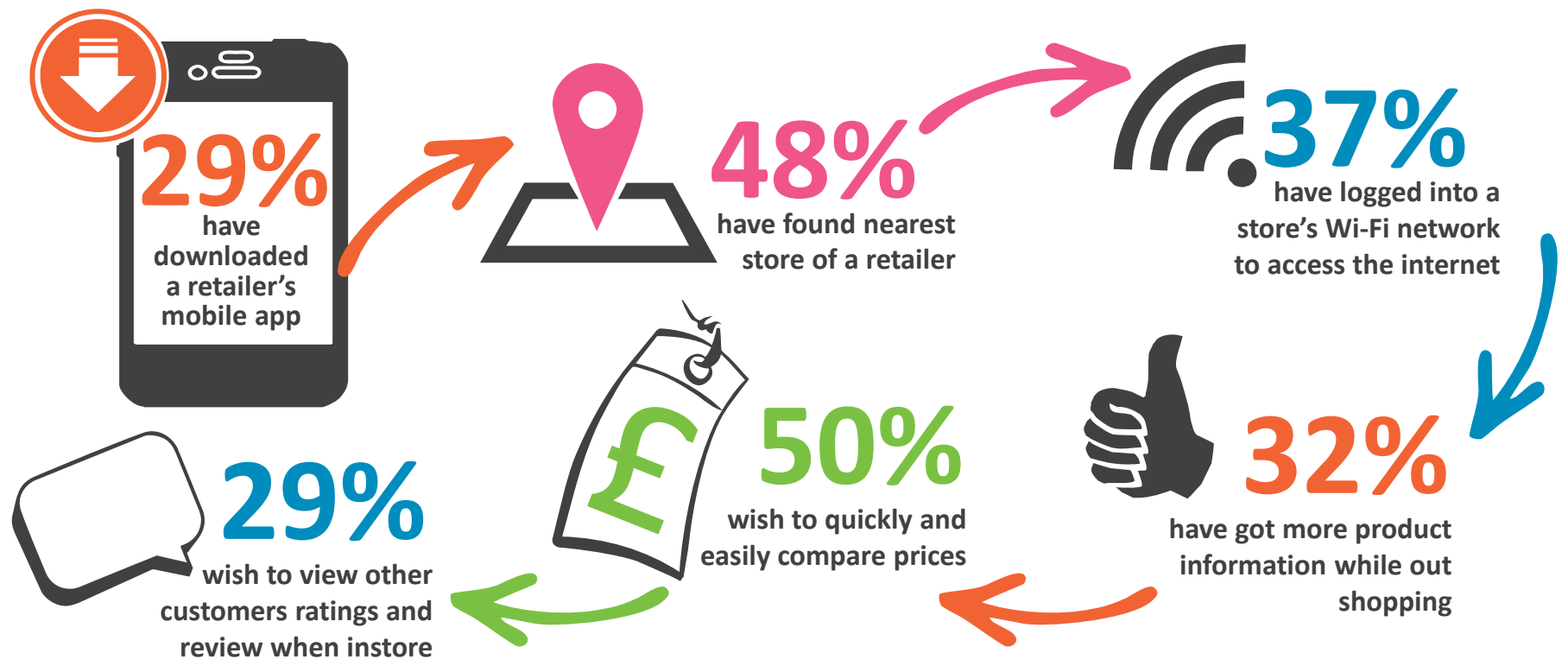
26% choice of retailer influenced by availability of a mobile and tablet friendly site



- Consistency needs to be delivered throughout all facets of a retailers proposition to deliver a seamless experience regardless of device. If the online experience is easy to use, this needs to be matched on a mobile to ensure the needs and desires of today's tech-savvy, constantly-connected consumers are met.
- GS1 UK can assist with this process by sharing product information across mobile devices and mobile optimised websites.

Smartphones give consumers complete transparency at every touchpoint throughout the shopper journey

Retailers are putting mobile at the forefront of their strategy



- Working with GS1 UK can arm brands and retailers with the tools they need to disseminate the level of information shoppers desire, at the right time and on the right device. This will ease the journey for the consumer by giving them the level of visibility they crave.
- GS1 UK can help retailers in boosting advocacy levels by supporting the provision of functionality such as store location, product availability and price transparency.

Retailers are inspiring and engaging with shoppers in more innovative and experiential ways instore

Instore kiosks blend the online/offline realm to enhance the shopper journey

15% used instore kiosk to view retailer's site/ additional info



JOHN LEWIS order kiosks allow shoppers to browse and order items from John Lewis' wider collection for next day Click & Collect or home delivery.

14% used an interactive display instore for product ideas and suggestions



SAMSUNG'S interactive display enables users to explore its entire range and search for additional information instore.

15% engaged with tablet-equipped staff



M&S tablet equipped staff are on hand to guide the shopper through their wine purchases.

- GS1 standards can be leveraged to enhance the availability of content rich resources instore.
- The relevant identifiers can be adopted to provide a seamless view between online and instore stock so that, should a product not be available instore, the shopper can use an instore kiosk to search for and purchase the product.
- Technology cannot be implemented for technologies sake. Planet Retail sees bigger benefits to building solutions around the technology shoppers are bringing with them instore, with the likes of instore kiosks playing a smaller, supportive role.

Shoppers expect to be both inspired and rewarded

Enhanced content online can help influence the consumers' purchasing decisions



of shoppers feel a website that helps them **find new, different and distinctive products** is important



are encouraged to use a retailer's website if they offered **special discount codes and vouchers**



ASOS and H&M's websites are rich with inspirational content. Products are grouped together to help the shopper visualise different outfits and styles.

- With consumers looking for inspiration when shopping, the provision of better product suggestions, recommendations, comparable products and highly tailored search results will provide a fillip to growth through higher conversion rates.
- Shoppers will be further incentivised if lured in with rewards and offers, such as first time buyer discounts. GS1 standards enable and facilitate digital coupons, while also generating specific information surrounding the coupon. Knowing which coupons are being redeemed is invaluable to assessing the success of particular reward schemes and campaigns.

Consumers are scouting out information rich resources on social media sites to further inspire and guide the shopper journey

Product reviews and information are increasingly more visible between peers



take **information on social media** into account when making a purchasing decision



take **pictures instore** to **share** on social media



WHOLE FOODS has almost 4 million Twitter followers. The platform is used primarily as customer service and interaction. Great at communicating with its customers and creating personal connections with the brand. As a result Whole Foods has more followers than most of its competitors.

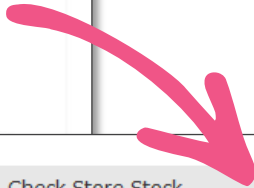
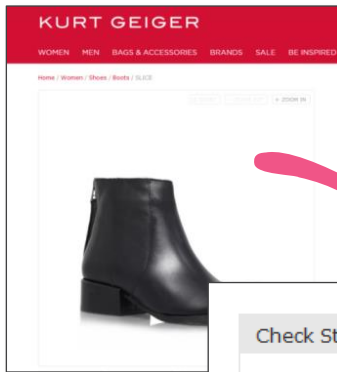
- As shoppers increasingly look to social media for inspiration and advice, the way such platforms are utilised needs to be carefully considered by brands and retailers alike.
- Product availability is important when promoting an item online – is the item in stock on the retailer’s website for the user to click through and instantly purchase? GS1 UK can assist with ensuring accurate stock availability and a seamless shopping experience so that consumers are not left disappointed.
- GS1 UK can facilitate couponing via social media. Adopting the relevant identifiers to run across social media platforms will extend a retailer/brands ability to inspire and influence shoppers, lure in first time buyers and drive brand advocacy.

Availability of products is a key influencer of spend for consumers when shopping online

Stock availability is essential to prevent disgruntled shoppers purchasing elsewhere

49%

think always having stock available is an important feature of a website

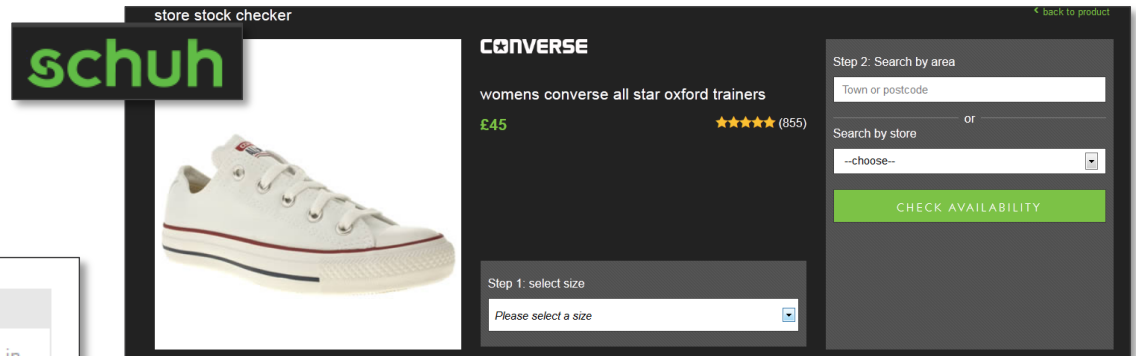


Check Store Stock

Enter your postcode below to check store stock in your area.

Enter postcode or town

CHECK STOCK



KURT GEIGER and **SCHUH'S** sites provide a store 'stock check' function for shoppers to check if a product and particular size are available at their nearest outlet or a store of their choosing.

- Stock availability is a key driver of spend. GS1 standards can provide greater visibility and traceability of stock across the supply chain to enable real time stock updates both online and instore.
- Combining this with their store location capabilities will drive a seamless view between channels.

Shoppers are engaging with their mobiles to ease and enhance the instore experience

Retailers must leverage the technology shoppers bring instore

Mobile is the ultimate instore shopping companion...

24%

want to use a barcode scanner app to view more product info

28%

wish to use their phone to navigate a store to find what they're looking for

33%

have checked product availability at a store using their mobile



M&S: shoppers can scan QR and barcodes instore to order products online should the store not stock their desired size/colour etc...

WAITROSE: Bluetooth enabled Beacons guide shoppers around the store and allow Waitrose to send discounts when shoppers walk down an appropriate aisle.



- Barcode scanners will enable shoppers to digitally access that deep level of product information instore. GS1 standards can provide standardised, rich product information embedded into a barcode that links to the online stock listing of a product.
- Merging information into a barcode presents a distinct advantage over the use of QR codes as product packaging and labelling does not need to be altered. With product information centrally stored, barcodes provide a more uniform approach with greater longevity.

Q. Have you ever done the following on your mobile phone? BASE: 960

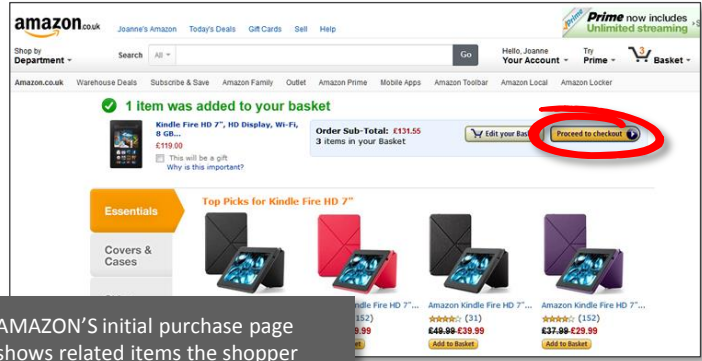
Q. If offered, which of the following would you use your mobile for? 960

Purchasing



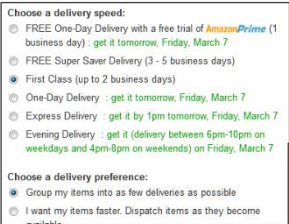
A seamless experience is essential. If searching online is quick and painless, the checkout process must be the same

The online checkout should be streamlined but not lack additional options



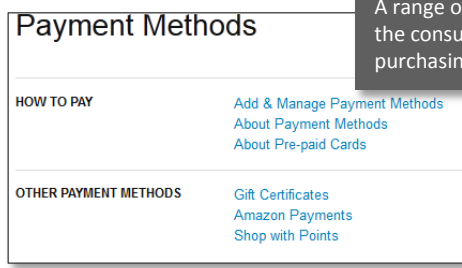
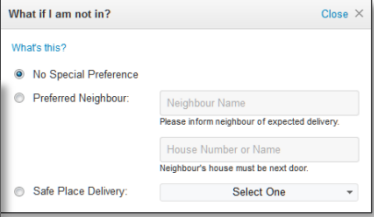
AMAZON'S initial purchase page shows related items the shopper might be interested in. Amazon is known for its one-click checkout

59% choice of retailer influenced by quick and easy to use website and checkout process



There are multiple delivery options available covering speed of postage, destination and choice of an alternative pick-up location nearby.

51% choice of retailer influenced by flexible delivery times and options



A range of payment options gives the consumer flexibility in purchasing.

30% choice of retailer influenced by offer of alternative online payments

- Being able to track the product is important here. If a shopper is reserving and collecting an item, a retailer/brand needs to know it's instore to facilitate this service. It's all about the right product, at the right place, at the right time i.e. real time supply chain.
- The checkout process can be enhanced for the shopper by leveraging GS1 standards to push recommendations of similar or complementary products.

The role of mobile is gradually extending beyond the path-to-purchase as tech-savvy shoppers look to their phones as a payment solution

Retailers must invest in solutions that cater to this more long term trend



26% would like to pay using their phone at the checkout



22% would use a barcode scanner app to scan and pay for items instore



ZAPP: puts real-time payments onto mobiles by linking to a shoppers banking app – accepted by the likes of Asda and Shop Direct.



PAYPAL: the payment app enables consumers to use their preferred online payment instore without the need to queue.

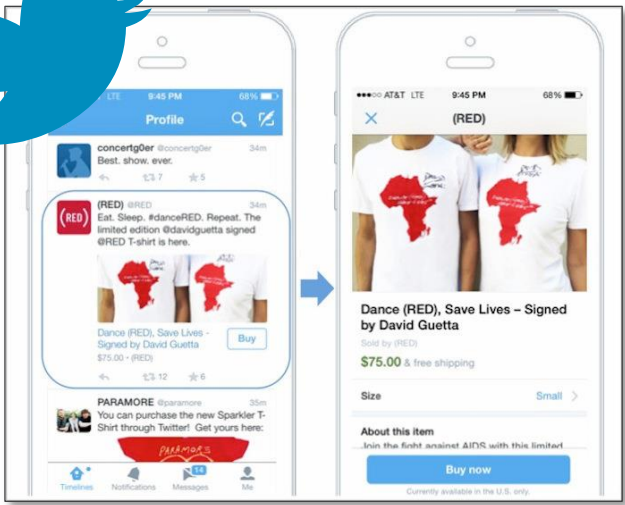


SAINSBURY'S: shoppers can scan and purchase goods at the shelf, build a virtual basket and quickly find items instore using the app.

➤ Although barcode scanners have been around for a relatively long time, how they are being used is beginning to change. They are becoming a payment tool, easing and speeding up the instore checkout process. GS1 standards can facilitate this move towards the mobile wallet through barcode scanning, coupon redemption and e-receipts.

Technology is extending the reach of the traditional store, enabling retailers and brands to get even closer to the consumer

There is a shift towards shoppers being able to purchase anytime, anywhere.



TWITTER has been edging into the commerce arena, with its 'Buy now' button and 'offers' service. Although currently confined to the US, as an online platform the initiatives have clear potential to spread into new markets.

Social media sites are marching on with a push into commerce

Armed with mobile phones, shoppers are increasingly able to purchase whenever, wherever



P&G in the US has been merging content with commerce, using mobiles to make traditional media shoppable. Shoppers scan QR codes to instantly purchase their desired products.

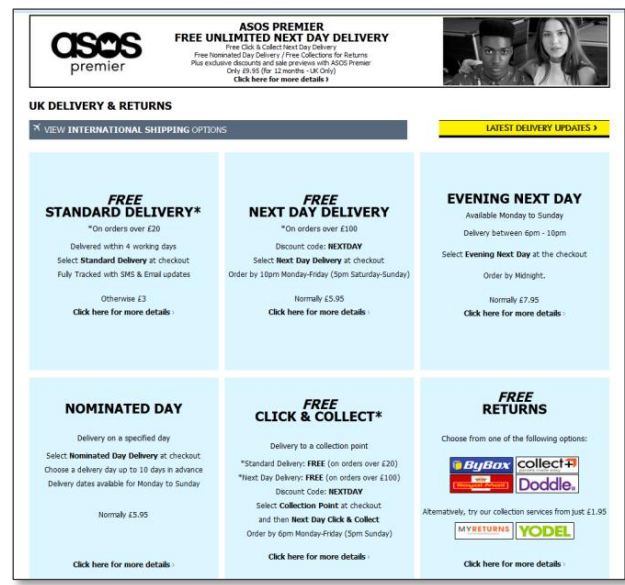
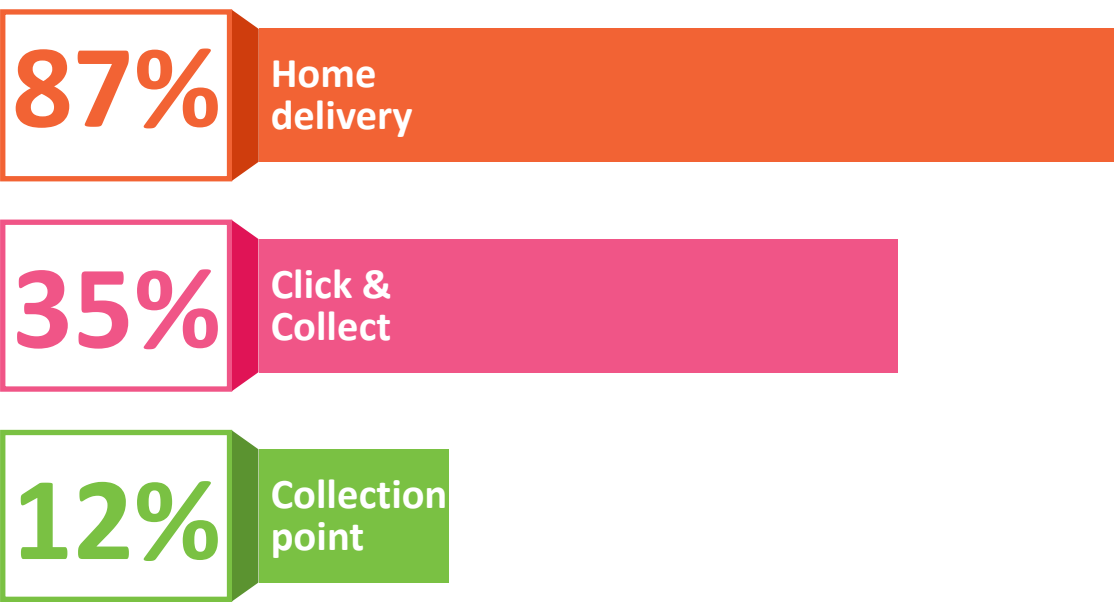
- GS1 standards can help brands and retailers engage the shopper, leveraging the barcode to facilitate the likes of shoppable content.
- As brands and retailers look to alternative locations to engage the on-the-go shopper, the need for real time product visibility, accuracy and availability across all digital and physical channels is imperative. This will ensure a seamless shopping experience regardless of device, location or time.
- As brands look to explore new avenues to get to where the shopper is, transparency of the supply chain is essential. Is a product available, is it on offer, can it be reserved online and collected instore? Such information will help deliver a strong brand experience across new selling platforms - information GS1 UK can help provide.

Fulfilment



It is all about the final mile - providing convenience and choice for the time constrained, constantly-connected modern day consumer is key
 Competition is intensifying as retailers look to differentiate through fulfilment

Fulfilment methods used by UK shoppers...



51% choice of retailer influenced by offer of more flexible delivery times and options

Retailers and logistic/shipping companies alike have begun to make some headway in utilising mobiles to aid the fulfilment process

The shopper now has increasing visibility of the supply chain



ASDA's app gives consumers greater control over delivery. Features include; top up, amend or cancel a delivery on the go, amend the time of delivery up until midnight the day before and purchase a delivery pass.



COLLECT+ allows consumers to track their orders through its mobile app.



WAITROSE trialed GPS tracking technology on shoppers' mobiles in 2013. This alerted the store as to when customers were nearby so click & collect orders could be freshly prepared.

- GS1 standards can provide greater management and control over shipped goods, to give a transparent view of the supply chain. This more refined accuracy makes parcel tracking and real time updates on the status of a delivery possible.
- The ability to more effectively track products minimises the risk of lost items and allows customers to track their parcels. Alternatively, should a package not arrive on the scheduled day, it can be more quickly traced and rerouted to the shopper. This will ultimately improve brand image.
- The detailed information GS1 standards can provide on shipped goods can also be communicated to brands and retailers before stock is delivered. This will speed up the receipt of goods upon arrival to a store/warehouse.

Looking forward there will be a rise of new fulfilment options as retailers innovate to get even closer to the shopper

What can we expect retailers to deliver on?



VOLVO'S new 'digital key' system allows car owners to choose their car as a delivery option.



Shop & Go

Piloted by **TESCO**. Shop as usual, but leave shopping at the till for delivery at a time of your choosing.

Temp controlled lockers



WAITROSE'S collection lockers are fully automated and temperature controlled.

ASDA has been trialling click & collect vans at London tube stations.



Alternative locations

- The range and type of fulfilment options is becoming more complex and expensive. Adopting solutions that simplify the process is essential. Using GS1 standards businesses will benefit from interoperability and flexibility in delivery models, making it easier for the anytime, anywhere shopper to have anytime, anywhere fulfilment.
- GS1's Digital Coupon Standards can also be leveraged here to reward shoppers for using their preferred delivery method. The information generated from digital coupons can help brands/retailers build up a clearer picture of their customers, such as the particular delivery services they are using, to move towards a more tailored fulfilment process.

Post-Purchase



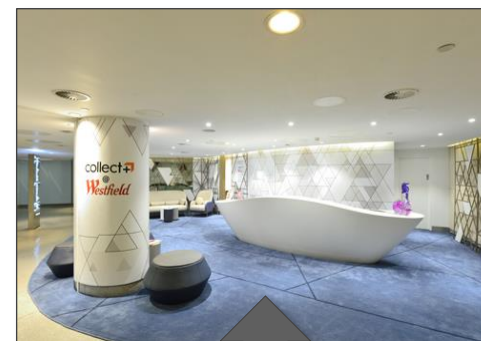
With the returns process often the final component of the shopping experience, it is imperative retailers get in right

Providing flexibility and choice is just as essential when it comes to returns as it is for fulfilment

51% of shoppers discouraged from shopping online as **returning a product is too difficult/expensive.**



ASOS' partnership with Bybox lockers allows customers to return items to lockers for free. Building out a physical presence enables the pure play to offer its own version of free 'instore' returns.



The click & collect service at WESTFIELD will encourage shoppers to buy clothing online as the returns process is very straightforward – and free. Shoppers can try items on and return there and then.

59% of shoppers choice of retailer is influenced by ability to **return unwanted items to the nearest store**

- The supply chain visibility GS1 standards can provide will help drive greater stock control over returning goods. Knowing where products are in the returns process will give clarity as to the value of stock in transit and paint a better picture of the likelihood of having surplus stock at the end of a products lifecycle.
- The ability to more easily and effectively track and trace products within the supply chain will drive efficiencies into the returns process. Shoppers will reap the benefits as businesses can react more quickly and precisely, enabling faster processing and refunding of an order.

Shoppers are on the look out for more exciting and relevant brand experiences

Real time offers can be provided by combining mobile technology with instore solutions

42% wish to receive real time offers and discounts they may be eligible for via their mobile



Tesco has been an early innovator in iBeacon technology:

- Tesco stores leverage iBeacon technology to send messages to consumers picking up orders instore. This data will later be utilise to send targeted campaigns and promotions.
- One Stop convenience stores use tech. firm Eagle Eye’s AIR system to send real time, personalised e-coupons via SMS and e-mail, redeemable across the entire estate.
- One Stop also uses iBeacon technology to send customised discount codes to shoppers smartphones.

➤ Using the relevant GS1 identifiers retailers and brands can provide shoppers with real time rewards and coupons at the point of purchase. This will drive impulse purchases, increasing basket sizes.

If rewards and offers are to resonate with consumers they must be personalised - this is a key driver of spend

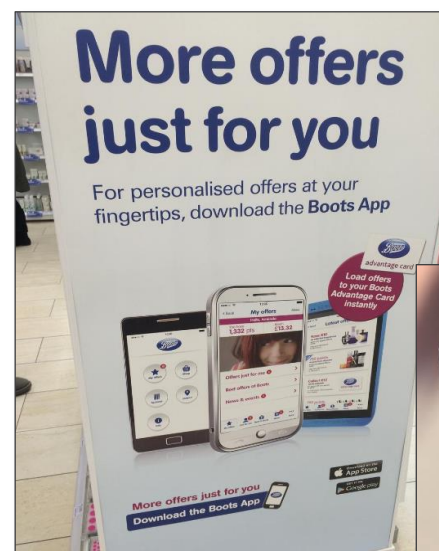
Mobile plays a pivotal role in delivering contextualised, relevant experiences

41%
wish to receive
tailored vouchers
and discount codes
instore based on
previous purchases

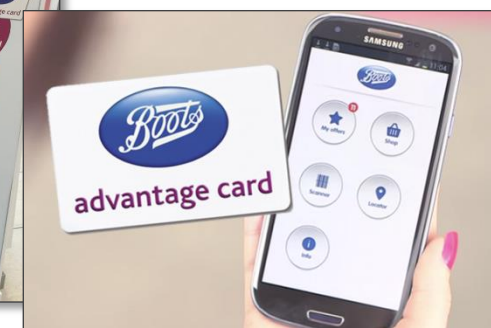
33%
choice of retailer
influenced by
receiving personalised
promotions and deals

26%
choice of retailer
influenced by ability
to personalise a site
to only see what
they're interested in

15%
would scan a
QR code to get
personalised prices
if they share a
review with friends



49%
wish to use their mobile
to gather loyalty points
and savings as they shop

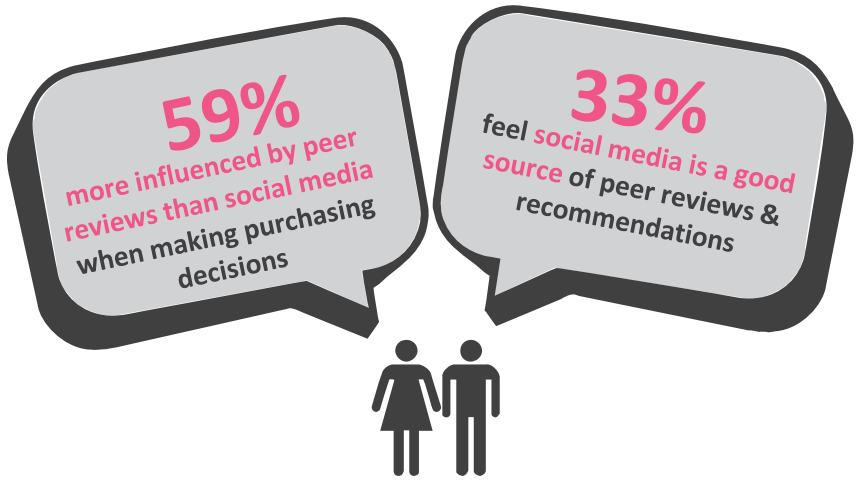


BOOTS' app links to a consumer's loyalty card from which the retailer can leverage invaluable consumer data to build out tailored offers and rewards.

- GS1's Digital Coupon Standard enables shoppers to access rewards via their mobile, using loyalty cards and barcodes.
- Using the relevant GS1 identifiers, information about the digital coupon can be accessed to understand when, where and who is redeeming specific offers. Smarter customer behaviour analytics provides a platform from which rewards can be better tailored to the individual. This will drive closer, more enhanced relationships with the consumer, ultimately generating brand loyalty.
- The information surrounding the digital coupon can also be used to monitor the success of specific campaigns.

Shoppers purchasing decisions are greatly influenced by the reviews and feedback of their peers

Retailers need to facilitate, engage with and reward consumer-generated content



31%
have written a customer review online

71%
have read customer reviews online



Lidl's campaign, dubbed #lidl'surprises, takes users tweets and social media images to create marketing material. Using the peer reviews that shoppers crave in this way will further influence their spending and improve brand image.

➤ Leveraging the relevant GS1 identifiers to provide a seamless shopper journey will ensure more positive feedback when consumers take to online to reflect and share their experiences. This will help retailers and brands to continuously improve the shopper journey, building brand advocacy and increasing conversion rates.

Key takeaways

While the shopper journey becomes more complex, to the consumer it simply remains 'shopping'

Providing a seamless experience and influencing at every touchpoint is an imperative

"Despite the shopper journey becoming increasingly complex, consumers still only see the brand not the channel. Retailers need to provide seamless omnichannel experiences to ensure they're able to influence spending decisions at every touchpoint. This requires retailers to seek out innovative solutions that simplify the purchasing journey, while retaining the shopper as they progress through it. Leveraging GS1 standards will support retailers in achieving this, helping them reach the ultimate accolade of becoming truly omnichannel."



Malcolm Pinkerton

Director of E-commerce Research
Planet Retail

"To create a seamless consumer experience, retailers and brands must have visible, accurate and interconnected information about products at all times. This will make it possible to deliver the products consumers want, when and where they want them, increasing brand affinity and sales. By enabling the unique identification and smooth exchange of products and information – from source to consumers – GS1 standards create the foundation for successful omnichannel retailing".



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GSK1 UK is a company limited by guarantee and registered in England and Wales under company number 1256140. Registered office Staple Court, 11 Inn Buildings, London, WC1V 7QH. VAT number GB287940215.

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Researched and published by Planet Retail Limited

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