



Retail - Learning Solutions in the Digital Age





For the seventh consecutive year, in our Global Consumer Insights Survey (GCIS) we asked people around the world about their shopping and consuming activities. This time, there were 22,000 respondents in 27 territories (26 countries plus Hong Kong).

Consumer optimism and new business model

The survey highlights a strong consumer optimism: over a quarter of consumers told us they are spending more than the previous year on buying new products and purchasing a valued experience that can be remembered, shared on social media etc. The traditional brick-and-mortar model has been challenged by the e-commerce and consumers are looking for a consistent customer experience among different channels.

New Consumer Habits

Store resiliency, the rise of mobile and social networks impacts on consumers' inspiration.

The respondents told us for the fourth year in a row that they have increased, not decreased, their shopping in physical stores. Moreover the use of mobile devices, especially smartphones, is constantly increasing. Digital disruption has spurred a creative reinvention for consumer habits over the past few years, collapsing some routines and creating entire new consumer behavior.

Consumers are shifting their shopping to instant gratification: as soon as they want something, they can order it, rather than think about it until their next shopping excursion. When asked where they went online to get inspiration for purchases, a plurality (37%) chose social media, with individual retailer websites at 34%.

Artificial Intelligence

The disruptive power of next-generation technologies While just 10% of respondents globally said they currently own AI devices, such as robots and automated personal assistants like Amazon Echo or Google Home, nearly one in three (32%) said they plan to buy an AI device. Retailers are exploring the use of facial recognition technology and biometric data to analyze patterns of buying behavior. Personalized design and production is one of the most- promising retail application for next-generation technology.

Consumer Trust

Social media has changed the way consumers and brands interact, giving consumers more of a voice and placing higher demands on brands. Understanding consumers and consistently meeting their expectations is essential to build brand trust. Trust is also built on respecting certain boundaries: only 34% of respondents said they would be happy to get personalized offers based on their whereabouts.

Delivery expectations

Even though business-to-consumer e-commerce is now mainstream product shipments remain one of the hardest problems for consumer goods companies and retailers to solve. Customer prize fast, flexible and reliable services for free.

Understanding the new consumer habits and leveraging the potential offered by new technologies will be one of the key challenges for the retailers over the next few years.



Consumer Optimism



New Business Model



New Consumer Habits



Artificial Intelligence



Consumer Trust



Delivery Expectations

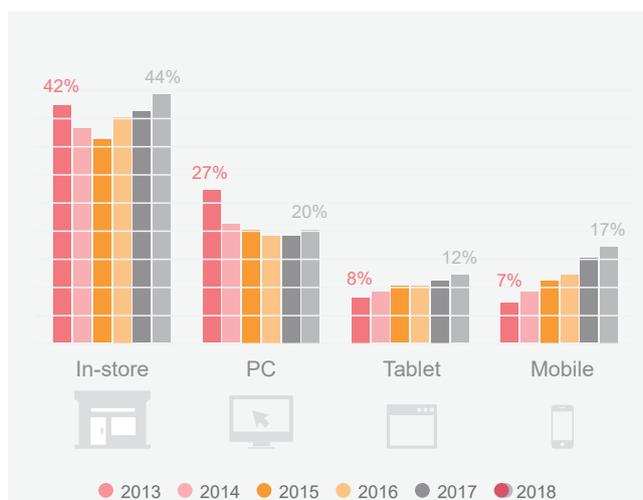
Respondents were asked to name shopping experiences that gave them satisfaction. Fifty-three percent named face-to-face interaction with knowledgeable, helpful salespeople — a larger percentage than those who named personalized offers (forty percent) or in-store screens that display product lines (thirty nine percent).

Figure 1 | Shopping experience:
face-to-face interaction with knowledgeable salespeople still matters



Source: PwC Consumer Insights Survey 2018

Figure 2 | Store resiliency:
Consumer trends habits 2013- 2018



Q: How often do you buy products (e.g. clothes, books, electronics) using the following channels?

Base: 22,481 (percentage of daily and weekly usage combined)

Source: PwC Consumer Insights Survey 2018

The six year reflection: store resiliency and the rise of mobile

The main drop-off has been in purchases by personal computer (PC), which fell from 27% to 20% over the six-year period, as the 'Six Year Reflection' table shows (see Figure 2).

The same chart shows tablet buying rose only slightly, from 8% to 12%. But mobile commerce more than doubled, from 7% to 17%—and will likely soon surpass PC-based buying.

Another emerging consumer habit, especially in Asia, is a propensity for mobile payment. This year's survey asks new questions about mobile payment, and the results were striking. Half of all respondents use smartphones to complete payment at a bricks-and-mortar store, either through customized orders in advance, in-store apps, or a mobile payment platform at checkout.

Nearly half of those respondents, or a quarter of the entire survey, say they now prefer mobile payments.

Competing for consumers' habits

The key trends identified in our survey tell us about the corresponding changes in consumer behavior and the opportunities for producers and sellers of consumer goods and services. In order to effectively engage with the clients, retailers should be aware that they are not giving up store and that the in-store experience is still an important component of the overall customer experience. According to our survey only 53% of respondents are satisfied with sales associates' knowledge of the product range.

Moreover consumers now use their smartphone as routine shopping gateway and are still migrating to social media. Another new habit has major ramifications for how companies communicate sales messages: consumers want to know what their peers think. When asked where they went online to get inspiration for purchases, a plurality (37%) chose social media, with individual retailer

websites at 34%. Trust also plays an important role in how consumers evaluate online security risk.

Consumers generally seem less enthusiastic about the prospect of retailers knowing their physical locations. Among all respondents, only 34% said they would be happy for a retailer to identify when they are nearby and send them personalized offers via a mobile device, while 37% said they would not be happy about such surveillance. 59% of respondents shopped at Amazon or its Chinese equivalents, online retailers JD and Alibaba's TMALL. But the fact remains that just 4% of total retail sales go through Amazon's platforms. Indeed, online sales is far from a zero-sum game; the way that Amazon popularized online sales has bolstered the annual online sales growth of many traditional retailers. In addition, other e-commerce giants, such as JD and TMALL, are just as dominant in their markets.

Only **53%** of respondents are satisfied with sales associates' **knowledge of the product** range

Competing for consumers' habits



Shoppers haven't given up on stores



Consumer now use smartphone as routine shopping gateway



Consumers are still migrating to social media



Consumers feel vulnerable to digital malfeasance — but not enough to act



Consumers are increasingly loyal to the online mega-players

As highlighted in a recent article by Forbes¹ great customer experience is determined by an higher Employee Engagement and a deeper understanding of the company customer experience vision and strategy. As the face of the workforce changes, the learning needs and the way of working in the retail sector are changing too.

These new technologies make training more innovative and enjoyable, enable experiences that would be impossible using any other form of training, help sales associates learning through practical simulation rather than theoretical concepts. These are powerful tool that can provide a practice field and encourage users learning from their mistakes and explore content at their own pace³.

Learning solution for the retail sector

New technologies such as Virtual Reality and Augmented Reality will deeply re-shape the learning experience in the retail sector and according to a recent study by Harvard Business Review are already improving workforce performance².



New Technologies



Mobile Access



Millennials and new generations



Gamification



Instant Feedback



Flexibility and Tailored training

1 Source: Forbes.com The secret to superior customer experience
18 April 2018

2 Source: Harvard Business Review- Augmented Reality is already improving worker performance-
13 March 2018

3 Source: Forbes.com- Are you ready to use augmented reality to or virtual reality to train your workforce? 14 July 2017



New generations of sales associate and store managers are constantly connected via mobile. Thirty- nine percent of millennial information workers use a smartphone to access internal blogs or wikis, microblogs or social networks for work purpose at least weakly, compared with thirty- two percent in other age groups⁴.

Millennial expect challenging a work and constant feedback. With the internet and a network of friends at their fingertips, these workers like the challenge of searching for answers and solving difficult problems. Millennials thrive on challenges that go over and above their day job.

Gamification- i.e. the application of game design principles in non-gaming contexts⁵ in retail is already widespread (e.g. loyalty programs, flash sales, in-store games now including smartphone, virtual reality and augmented reality) and enable retailers to track and get insights from their customer, enhance customer experience, test new products and promotions.

Gamification is also gaining momentum in training and learning. It plays on the psychology that drives human engagement and to get instant feedback and reward and makes learning more effective, providing an informal learning environment, instant feedback and a better learning experience.

The new generation of sales associates values flexibility and collaboration. They want the opportunity to work and learn at different times, on different devices and from different locations. Everyone learns in different ways, at a different pace and according to the level of existing knowledge. Training often follows a pre-defined path with a set curriculum, and do not take into account the individual learner and their unique context and background. Digital training solutions will enable a tailored training experience starting from the assessment of learning needs, the definition of a personalized path according to specific learning gaps, timing and personal goals and the suggestion of learning content according to each sales associate learning preferences.

4 Forrester's Global Business technographic telecommunications And Mobility Workforce Survey 2016

5 Source: Harvard Business Review- Is it all a game? Understanding the Principles of gamification.
15 July 2015



To support effectively the learning experience in the retail sector we have developed a connected solution with SAP SuccessFactors. Retail experience Play is a PwC retail specific asset dedicated to help retailer moving their training need to the digital world, based on SAP Success Factors. The market leading cloud based solution for HCM. SAP SuccessFactors is fully integrated with the SAP Intelligent Suite, and is designed to provide companies of all sizes with the ability to easily connect their people

strategy with business outcomes. The PwC's Retail Experience Play solution can include specific learning and training path for different role (e.g. Experienced-Newly hired Sales Associate, Experienced- Newly hired Store Managers). With the introduction of Retail Experience Play, we are creating a purposeful bridge between cloud innovation, industry best practices and a bespoke experience for retailers to quickly and efficiently develop skills in the flow of work.



The Retail Experience Play functionalities enabled by Success Factors include:

Behavioral simulators

They allow people to acquire new behaviors through repeated action on many real-life situations. Digital experience enriched by the application of gamification mechanics and extremely innovative digital interfaces.

Interactive videos

Increases the information retention through for repeated actions requested to the learner, leverage video enriching technique.

Digital game

Practice on learning game allows you to acquire new knowledge and experience what you have learned in an engaging, immersive, fun way.

E-textbook

The peculiarity is the interaction: the contents come to life, are animated, awaken emotions, make the experience of memorable reading

Augmented reality

Presentations, marketing documents, tutorials, workplace or objects in general in augmented reality.

Virtual reality and mixed reality

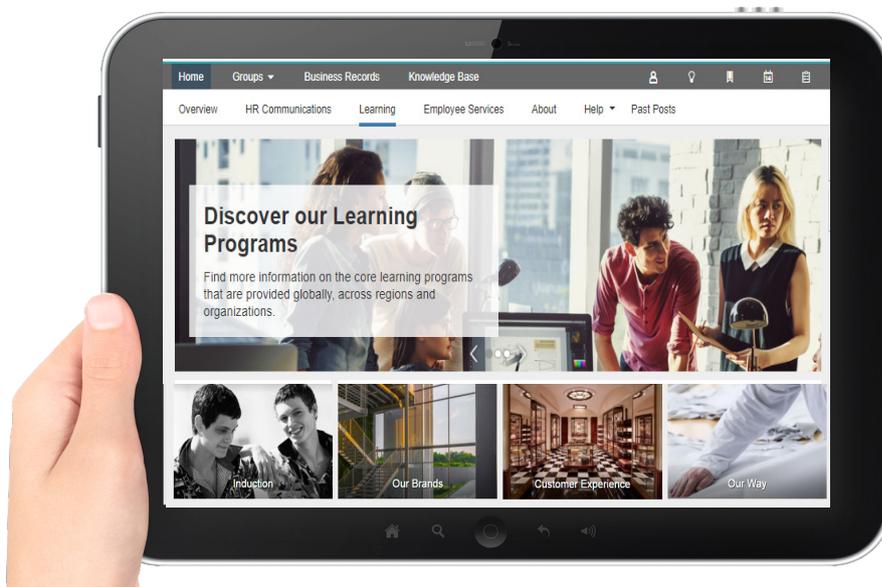
Creation of environments, machinery, equipment, interactive and immersive presentations for learning and information.

Interactive virtual tour

Visual and interactive representations of environments through 360 ° photo paths or 360 ° video.

In order to foster customer focus and culture of recognition, product and brand awareness, PwC Retail Experience Play provides engaging learning events geared to the employees, extends learning with topic based communities, facilitates collaboration on individual and group goals and performance, encourages participation through digital motivation, supports blended learning by combining formal and informal learning, makes learning accessible anytime and anywhere: all your retail training is one click away.

The tool makes easy to find any training journey, based on your experience and role in store, to deliver better product knowledge, to correct selling behaviors aligned to corporate standard and values, to engage learner enhancing collaboration, mentoring and product training, rich media, video and gamification. Moreover our tool enables social engagement, supports fast on-boarding and facilitate product knowledge with product SME contribution in your community.



Access to News

- Actionable content
- Image
- Video
- Digital Magazine

Recommended Courses

Quick access

- 101 Basic
- Brand Knowledge
- Customer Service
- Operational & HR knowledge



One click to course



Designed for store training



Easy content management





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