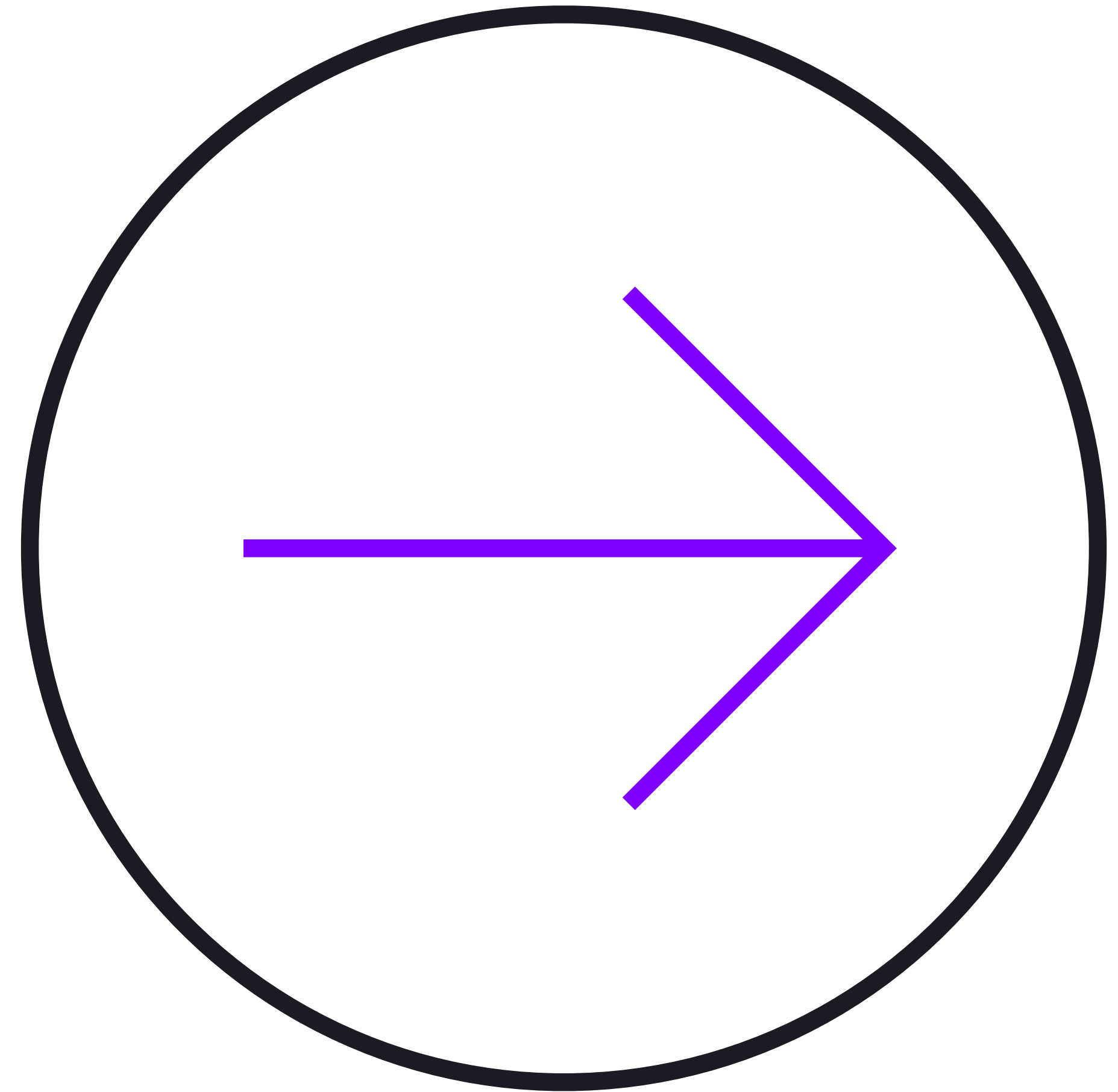


# Retail: Strategic Priorities for 2021





# Retail Strategic Priority

## Introduction

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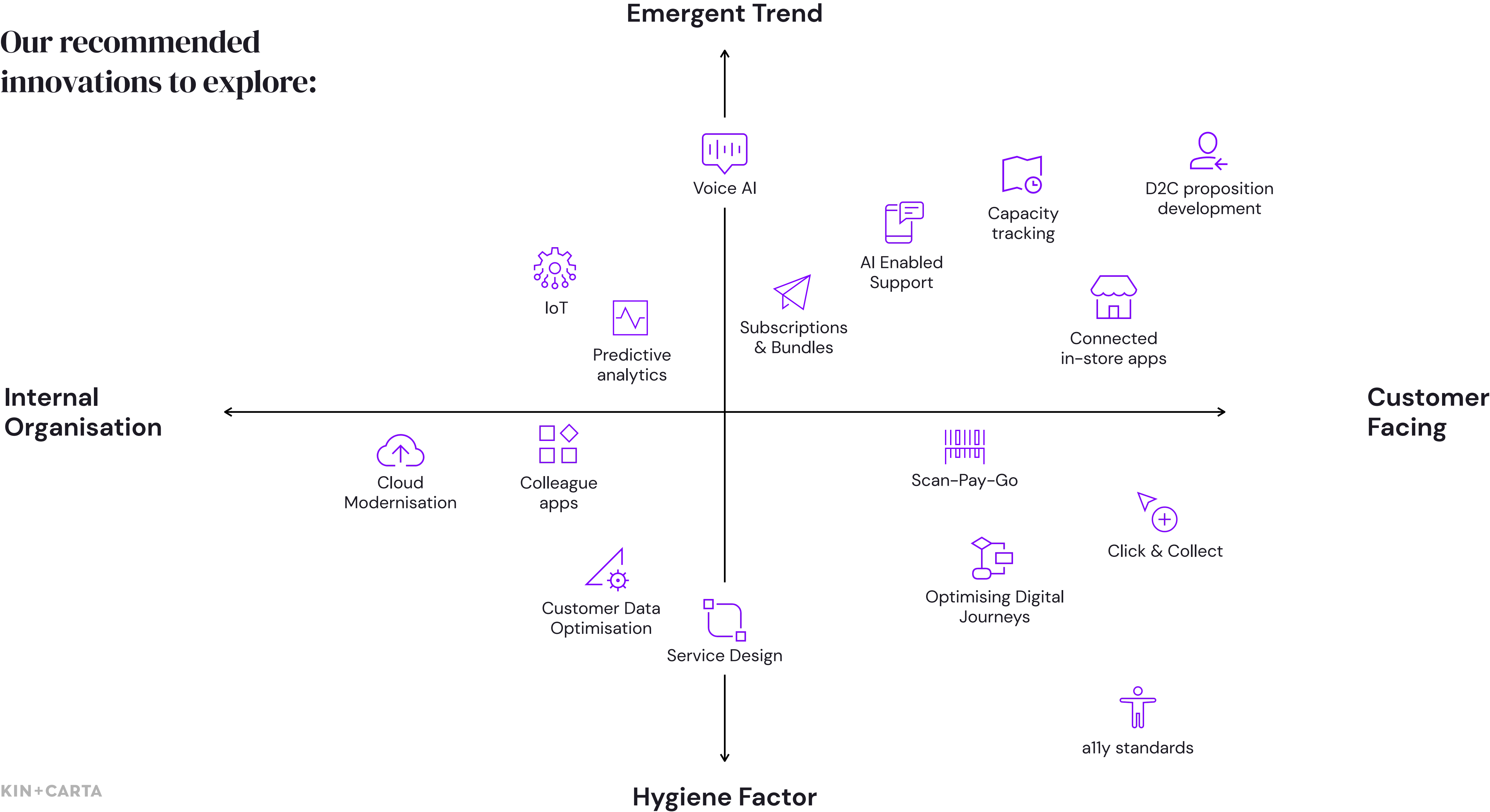
We've been sensing and responding to the shocks and recovery of industries throughout 2020. For retailers, the “new normal” has been stark – digital became the sole means for survival for several months, but ensuring resilience and continued success is about more than just a good e-commerce proposition.








We are proud to have worked with Tesco (the only UK supermarket able to maintain BAU logistics and deliveries throughout the lockdown) and Cazoo (named the UK's fastest Unicorn in May 2020) before, during, and after COVID-19. Taking our learnings and observations from these great examples of resilience and agility, and our broader sense and respond work, we have developed a set of insights to help retailers navigate what's next, and what role digital can play.
















Our recommended innovations to explore:



Theme	Summary	Relevant data
<p><b>Hygiene &amp; In-Store</b></p> <p> New Entrant</p>	<ul style="list-style-type: none"> <li>▶ People won't do in-store like before.</li> <li>▶ Retailers risk being shut down again if they are found to have local surges in COVID-19. Optimising your in-store hygiene is of as much importance to your business continuity, as your customer experience.</li> <li>▶ Whether restricted by legislation or habitual behaviour, in-store experiences are fraught with anxiety for many shoppers.</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>63%</b> of customers feel comfortable visiting stores again</li> <li>▶ Some shoppers are becoming more laissez faire with hygiene – only <b>39%</b> say they are concerned about minimising contact in-store</li> </ul>
What to look at →	<div>  Capacity tracking            Predictive analytics            Voice AI            Scan-Pay-Go            Connected in-store apps            Click &amp; Collect         </div>	

Theme	Summary	Relevant data
<p><b>Touch free experiences</b></p> <p> Accelerated</p>	<ul style="list-style-type: none"> <li>▶ Reducing physical contact in-store will safeguard against future volatility, so exploring ways you can create seamless, touch free experiences is good for business, and good for customers.</li> <li>▶ Scan-Pay-Go apps like M&amp;S create efficient ways for you to accompany your customers throughout their journey both at home preparing for a shop, and in-store. The announcement that Mobile-Pay-Go has been rolled out across all M&amp;S stores, demonstrates the benefit of autonomy and reducing touch in retail outlets.</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>87%</b> of buyers say they would prefer to shop in stores that offer contactless or automatic payment options</li> </ul>
What to look at →	<div>  Subscriptions &amp; Bundles            D2C proposition development            Scan-Pay-Go            Connected in-store apps            Click &amp; Collect         </div>	

Theme	Summary	Relevant data
<h2>Accessibility</h2> <p>(Must Have)</p> <p> Must have</p>	<p>Just as physical spaces should be accessible to all, so should digital spaces and experiences. Having a website or mobile app that doesn't work with a screenreader is as prohibitive for key customers as having a supermarket building without a step free entrance. With more and more people experiencing retailers through digital channels out of necessity, this is becoming a hygiene factor for brands looking to thrive.</p>	<ul style="list-style-type: none"><li>▶ Account for situational, temporary and permanent accessibility issues</li><li>▶ Especially thinking about older users, where accessibility requirements are more prevalent – in fact <b>30%</b> of the 65+ population has an impairment or disability impacting sight, hearing, motor function or cognition</li></ul>
What to look at →	<div> A11y standards</div> <div> Optimising digital journeys</div> <div> Voice AI</div> <div> Easy access to customer support</div>	

## Theme

## Summary

## Relevant data

### Supply-chain & logistics



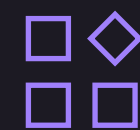
With uncertainty of the future of bricks and mortar stores, and customers demanding better delivery experiences, omnichannel stock tracking and logistics software is the beating heart of the business.

- ▶ All UK supermarkets apart from Tesco disabled their app for shopping throughout the COVID-19 pandemic, as they could not manage delivery slots and capacity on the channel
- ▶ Kingfisher connected their stock management systems between online ([diy.com](https://www.diy.com)) and offline in-store stock surfacing, allowing customers to identify whether their desired items were available locally

What to look at →



Cloud  
Modernisation




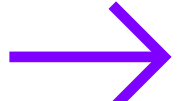



Colleague apps






IoT



Predictive  
analytics

Theme	Summary	Relevant data
<p><b>Digital-First customers</b></p> <p> Accelerated</p>	<p>The switch from in-store to digital is likely to be permanent for a number of smaller, more regular purchases by consumers. Optimising your digital experiences can also attract new customers. Building seamless journeys that prioritise convenience, follow intuitive patterns, and deliver the right information at the right time to shoppers, are all key reasons to choose a brand or retailer online.</p>	<ul style="list-style-type: none"> <li>▶ Online shopping constituted <b>33%</b> of all sales in May 2020, which is the highest ever recorded</li> <li>▶ Online shopping sales have tripled in the last 5 years, and are continuously rising</li> </ul>
What to look at 	<div>  E-commerce Service Design            Optimising digital journeys            AI enabled support journeys e.g. chatbots, CCAI         </div>	



Theme	Summary	Relevant data
<p><b>New propositions</b></p> <p>✓ Always there</p>	<p>Market shocks, and the recovery from them, are always a great time to think about a shift or switch in proposition. Whether that is going “digital first”, launching a new sub-brand, or consolidating and bundling existing propositions, a good time to test is now: while consumer behaviour remains in flux and new habits form.</p> <p>As customers become paralysed by choice, we recommend businesses think beyond how they have served their customers today, and think about how their relationships might evolve in the future, either through partnership or new proposition development.</p>	<ul style="list-style-type: none"> <li>▶ Ubiquitous brands are born from crises</li> <li>▶ New propositions that sense and respond to the environment like Cazoo have thrived through COVID-19</li> </ul>
What to look at →	<div>  Cloud Modernisation            Customer Data Optimisation            Service Design         </div>	



# We exist to make the world work better

A global consulting firm built for the 2020s, Kin + Carta helps make the journey to becoming a digital business as profitable, tangible and sustainable as possible. By building digital twins to replace existing analog processes, designing and launching new digital products and services, and unlocking future innovation through modernisation initiatives, Kin + Carta seamlessly integrates the strategic consulting, software engineering and marketing technology needed to help businesses **Make It Happen.**

Headquartered out of Chicago and London, our clients have access to a global ecosystem of 1,600 strategists, engineers and creatives across four continents.

For more information visit: [www.kinandcarta.com](http://www.kinandcarta.com)





# Thanks

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