



# 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

21<sup>st</sup> | August | 2014



- Home
- Top 10 for You
- New Releases
- Genres

Continue Watching



His Girl Friday



What's Eating Gilbert Grape



Garbo Talks

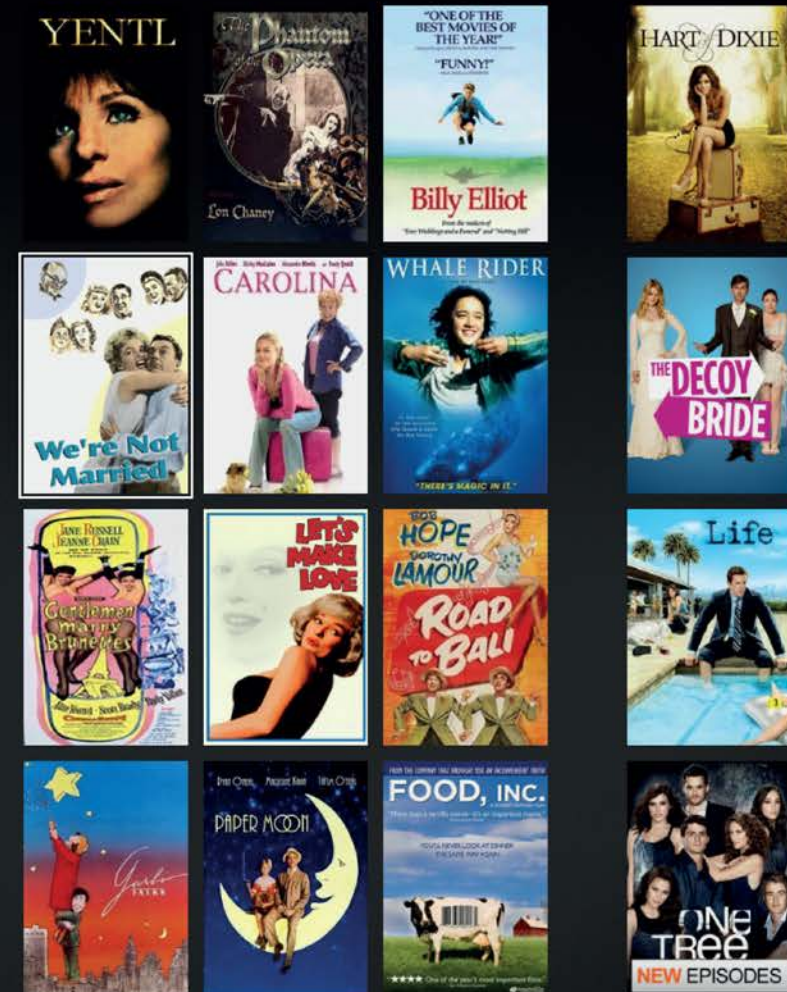


Serenity



The Overture

Instant Queue

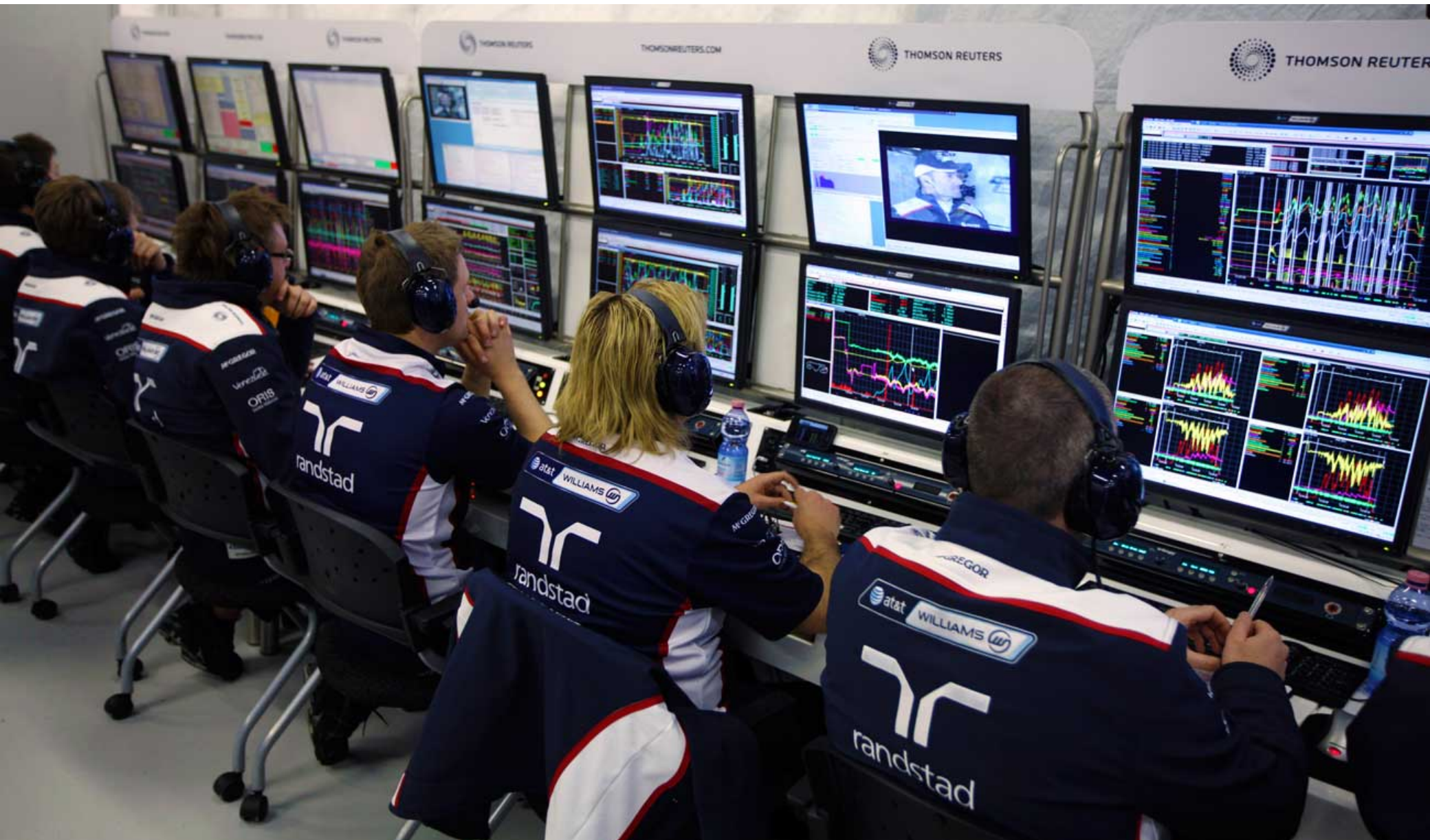


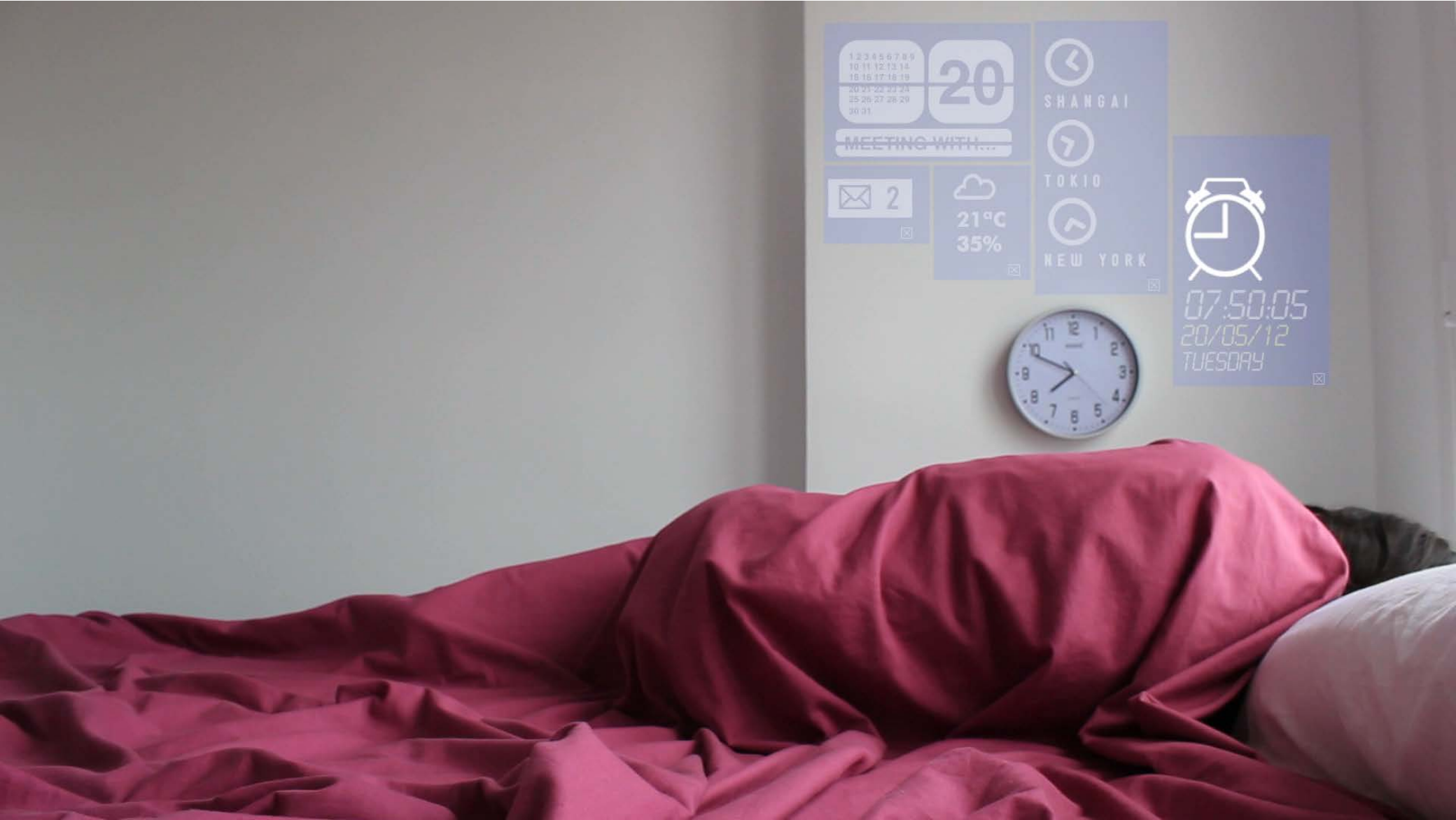
*Technology*  
*(Internet of things)*

2. Technology

Internet of Things

Formula One

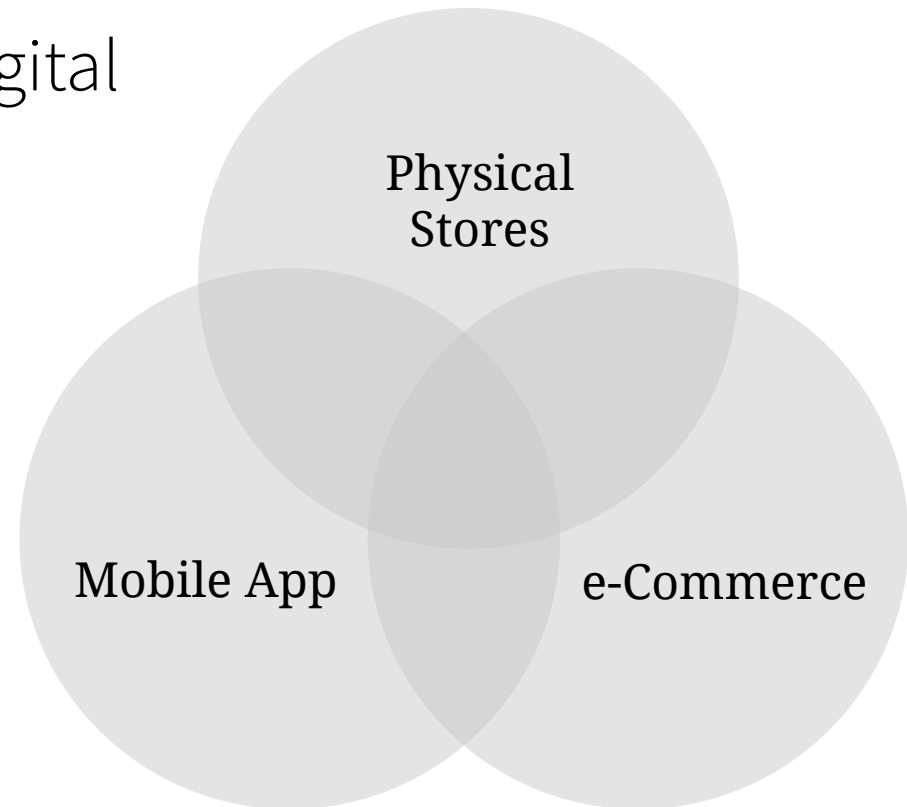




# *Smart Retail*

## 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

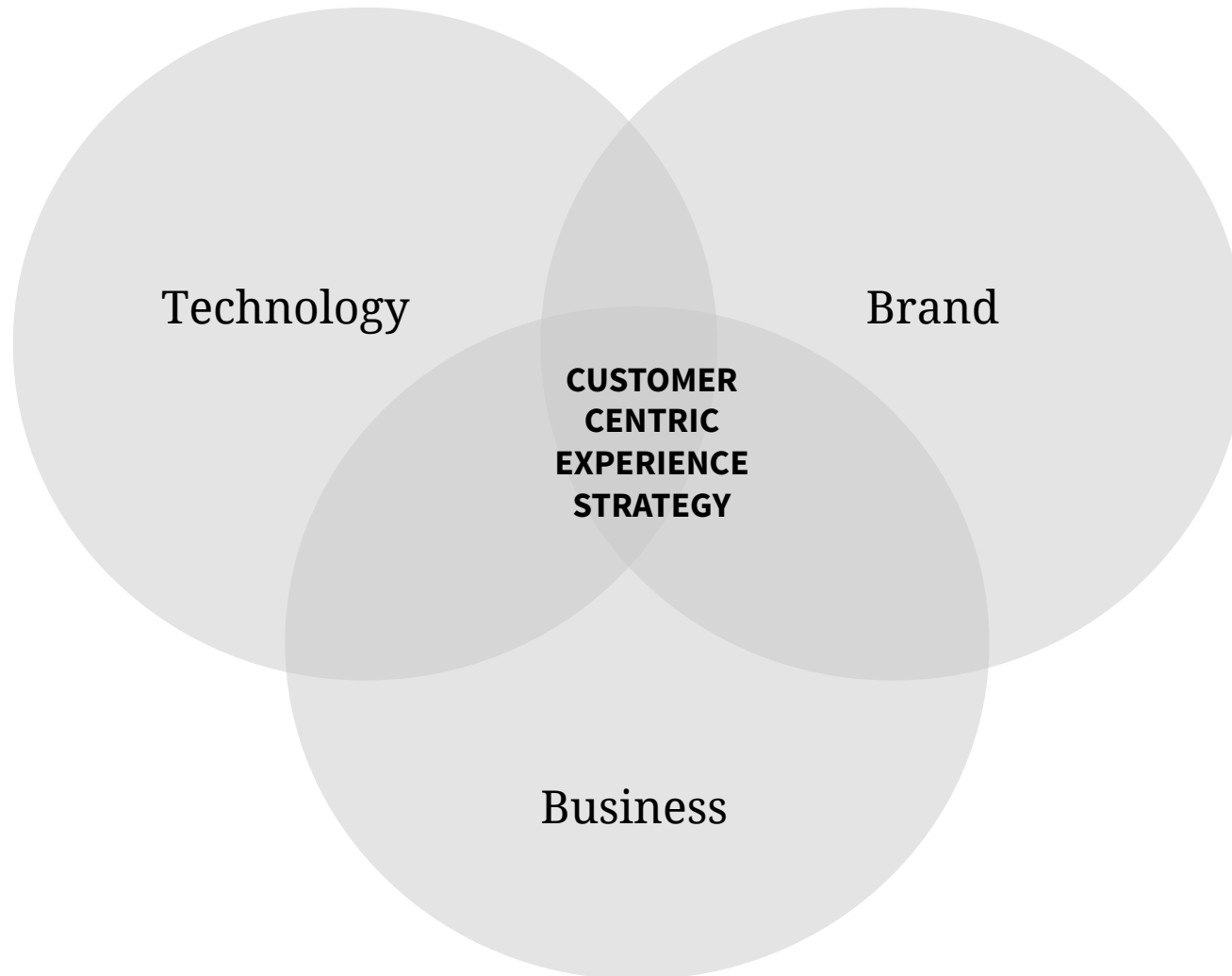
Experience

*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**.

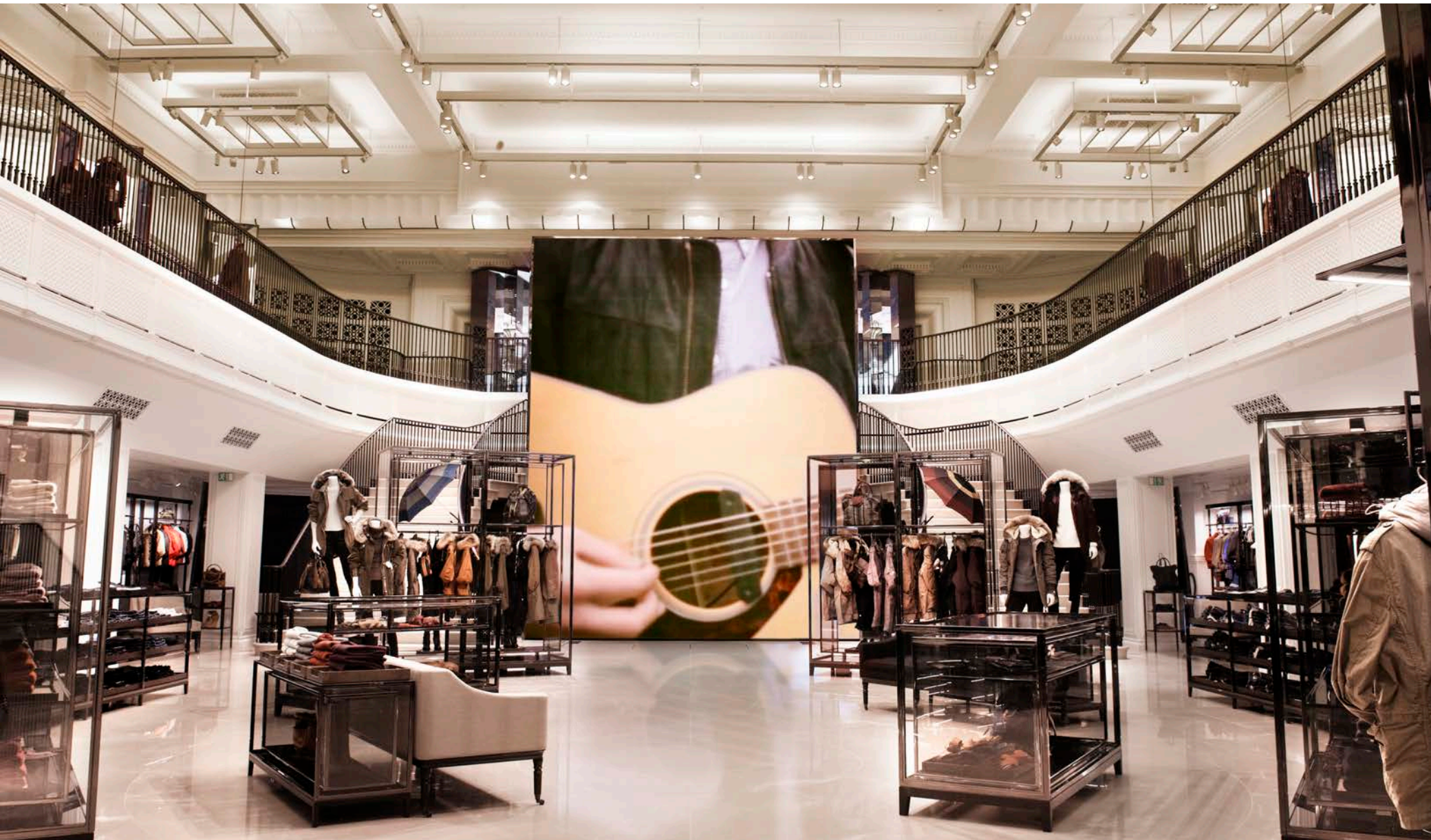
Using the in-store online experience to educate customers in order to **increase e-commerce sales**

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*

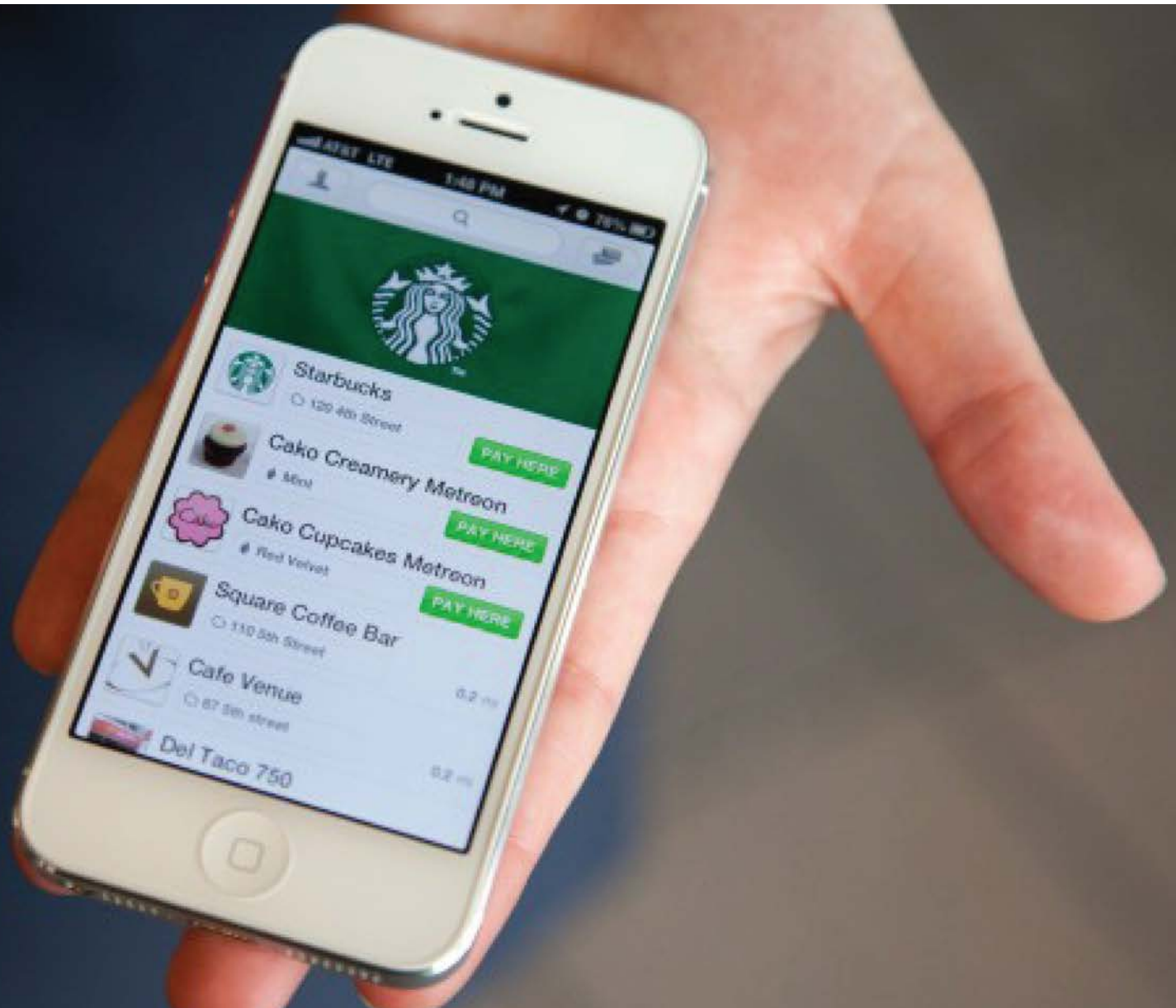


## Burberry Omni-channel

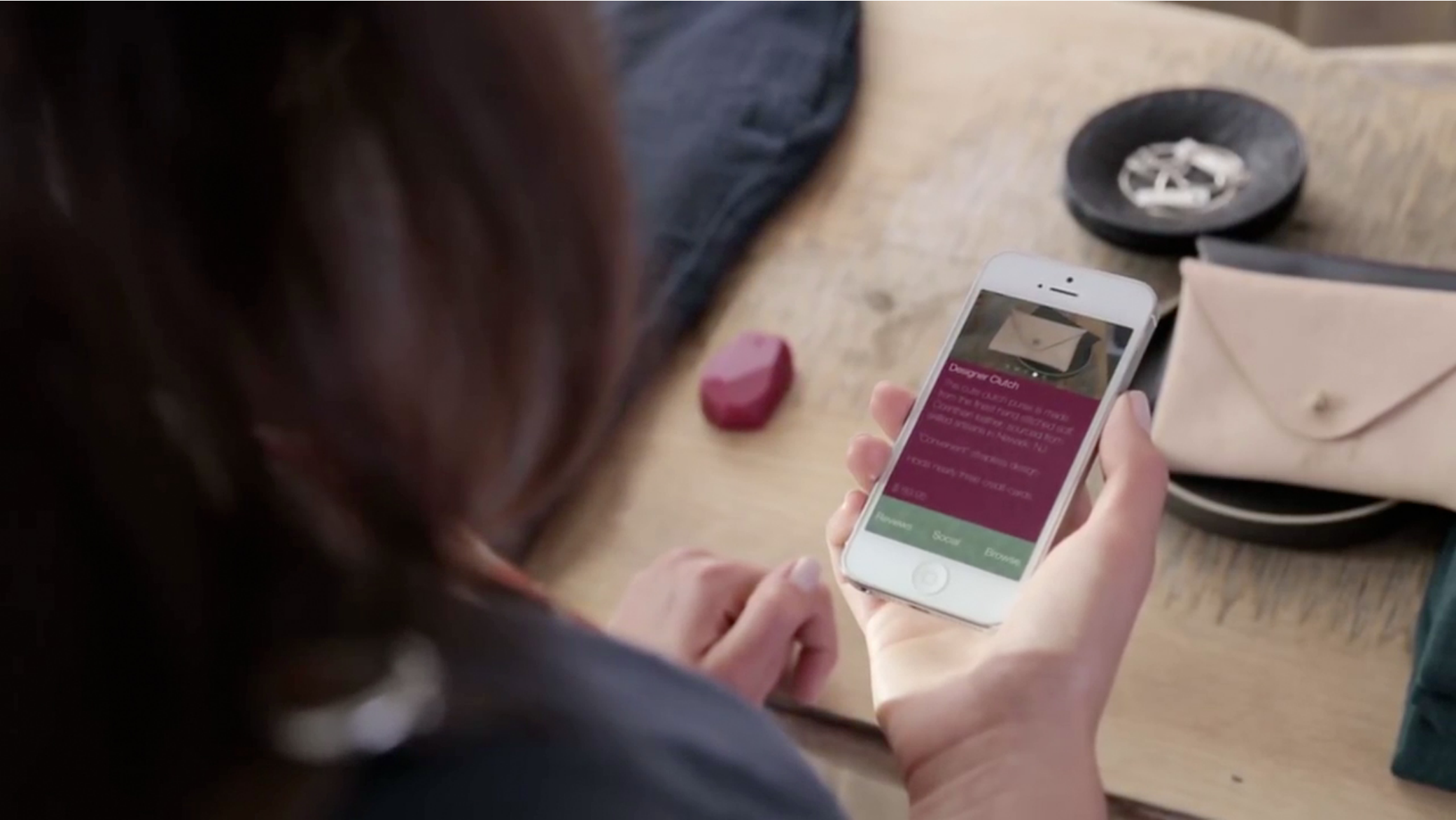
- The brand look and feel is almost flawlessly consistent across the channels.
- The experience across channels is personalized with your ‘My Burberry’ preferences following you wherever you go.
- Burberry’s Social Intranet.
- Interactive changing rooms.
- Custom built signage.
- IPAD enabled staff.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

3. Smart Retail

Product Interaction

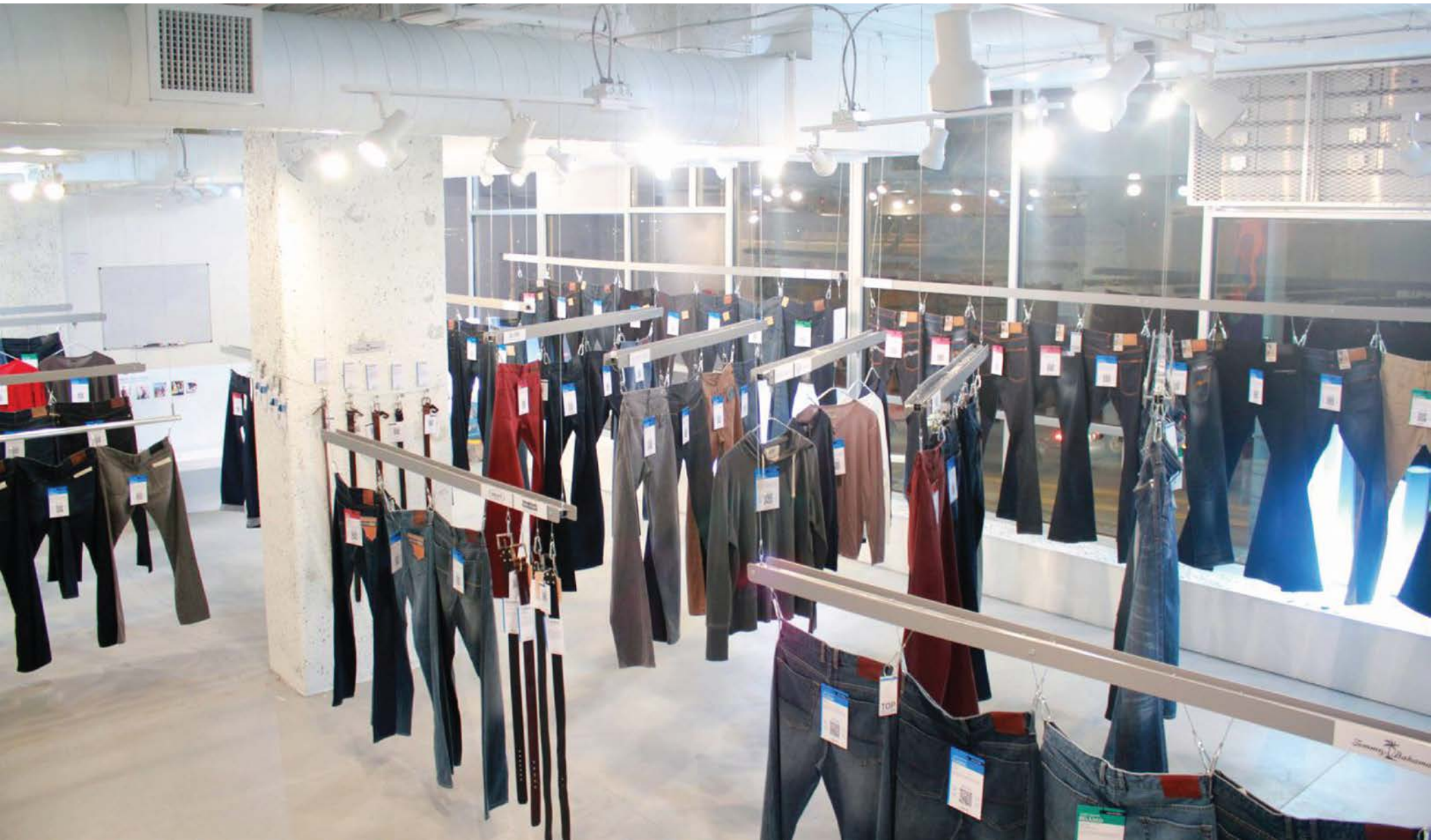
Info Shelf (NFC)



3. Smart Retail

Convenience

*Hointer*



### 3. Smart Retail

### In-store analytics

### Euclid Analytics

Date:

Week 26 2013 (07/01 - 07/07) ▾

Location:

Bethesda ▾

Refresh

Comparison:

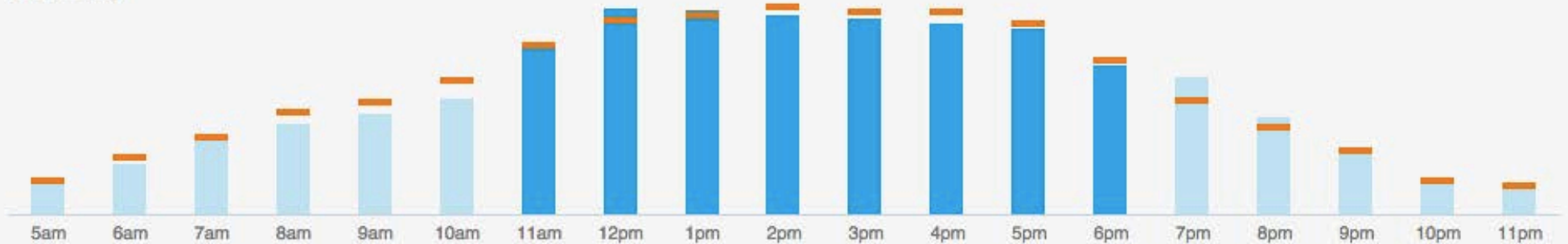
Average

Min

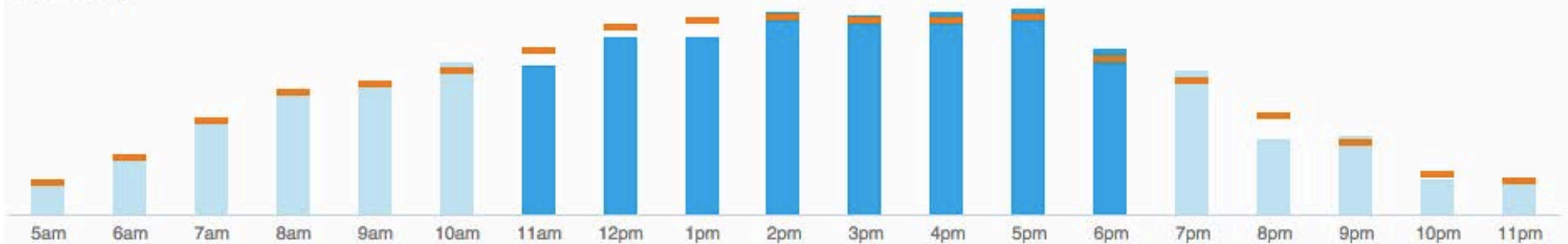
Max

- Average from previous 8 weeks
- Business Hours
- Closed

#### Monday



#### Tuesday



3. Smart Retail

Touch Screen

*Kate Spade Pop-up (NY)*



3. Smart Retail

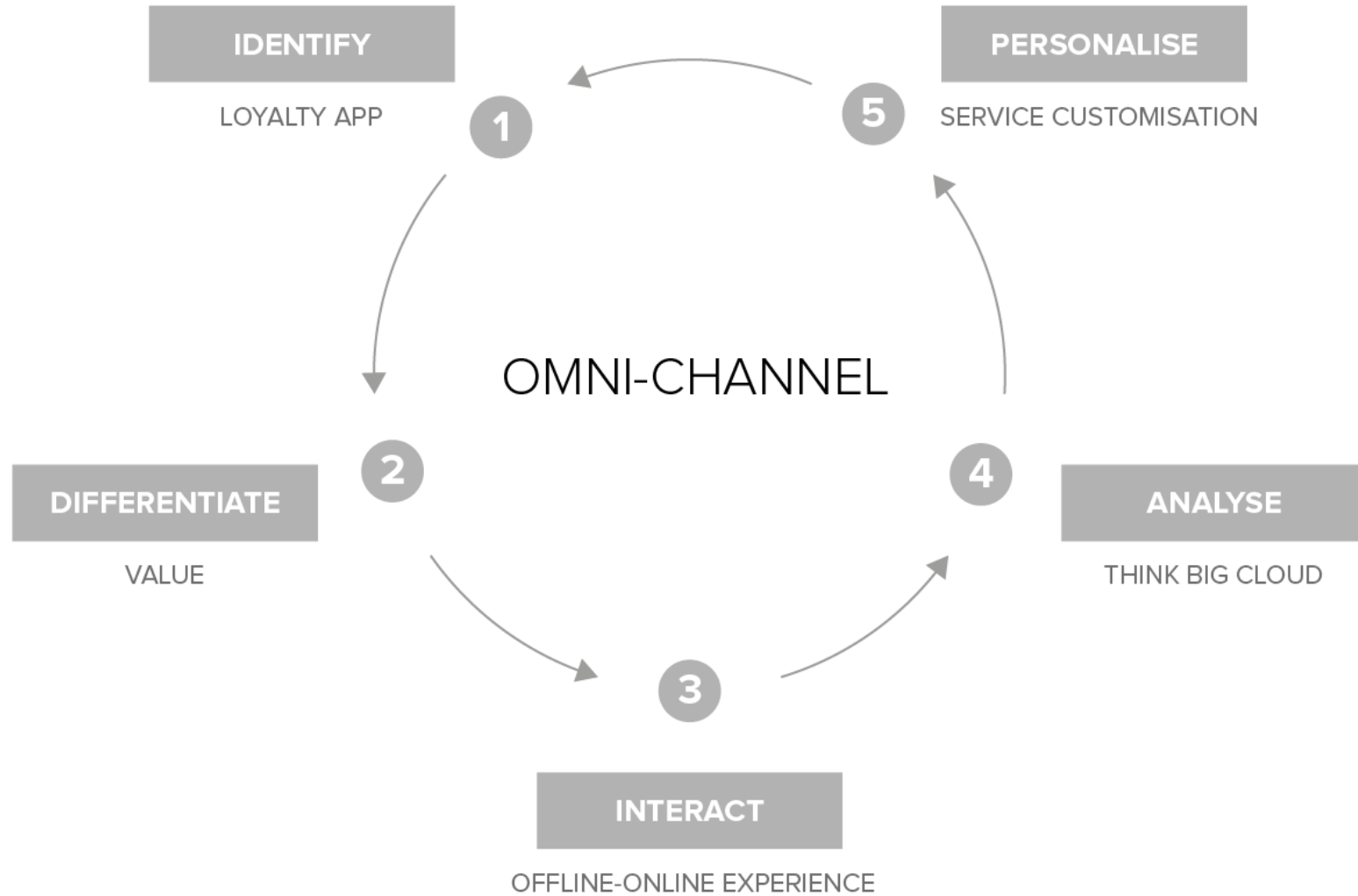
Hospitality

*Smart tasting prototype*



# *Summary*





# Thank you!

**Contact:**

Ion Cuervas-Mons, CEO of Think Big Factory

[icm@thinkbig-factory.com](mailto:icm@thinkbig-factory.com)

[www.thinkbig-factory.com](http://www.thinkbig-factory.com)

[@ioncuervasmons](https://twitter.com/ioncuervasmons)

**THINK  
BIG  
FACT  
ORY.**