The future of retail is being shaped by customer expectations. With increasing technological convenience, the real challenge for retailers is to identify interaction touchpoints in their customers' journey and meet the growing expectations by building their process and technology capabilities. This can be achieved by going beyond basic needs, and moving up the ‘like and delight’ value stream.

### Personalization

Personalization is the future as competitive edge. Elements of personalization need greater improvement, as compared to store attractiveness, as competitive edge.

### Better Customer Experience

Overcoming weaknesses, future shopping will become effortless and personalized.

#### Brick and mortar

Brick and mortar stores to multichannel and omni-channel shopping experiences. Brick and mortar stores can no longer rely on product, price, and mass promotions to attract savvy buyers. Does it mean the end of in-store retailing?

#### Digital

Digital link with personalized welcome messages replaces paper and display signs. Personalized digital offers, based on known joint past, and anticipate customer needs for present purchase.

###出土 End-of-season sales

Brand and customer database on customer preferences and improves retailer’s database on customer data also enriches experience, but leveraging not only enhances customer satisfaction, but also builds brand loyalty.

### Apparels

Apparel store of the Future.

#### Apparel store of the Future

Apparel store of the Future: The results reveal that tomorrow’s retail store will not only be a point of purchase, but also act as an experiential learning center. Consequently, personalization will be the key feature. To achieve the highest level of personalization, every step of the customer journey must be impacted as ‘Need-Want-Like-Delight’ touchpoints. While 60% of the retailers’ focus should be on satisfying the buyers’ needs and wants, 40% of their attention should be on the ‘like’ and ‘delight’ elements, as ‘Need-Want-Like-Delight’ touchpoint. While 60% of the retailers’ focus should be on satisfying the buyers’ needs and wants, 40% of their attention should be on the ‘like’ and ‘delight’ elements, as the ‘Need-Want-Like-Delight’ touchpoint.

### Technology

While in-store retailing will continue to exist in the future, Brick and mortar stores will eventually morph into digital experiences, where interaction touchpoints and personalization will be the key feature.

### Know the customer

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### Recommendations

- Offer easy and private alternate payment methods such as Apple Pay, NFC Payments, Mobile wallet, and social media.
- Use virtual reality for physical experience, and augmented reality as shopping assistant.
- Offer personalized offers, and also be able to know personalized offers.
- Apparels & Footwear

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