

vend.

How to be Smart about Smartphones

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We'll talk about...

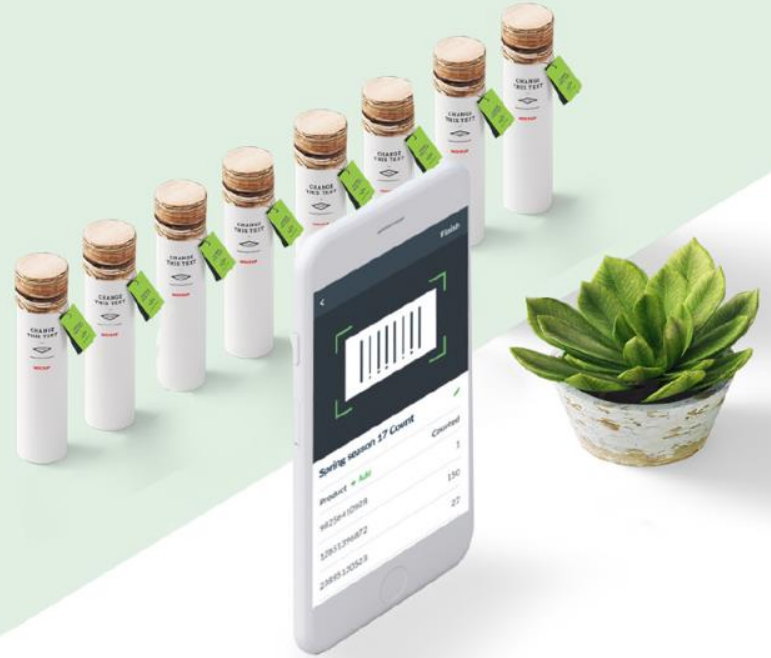
- The latest smartphone trends and what they mean for retailers
- The role of apps for retailers and customers
- The benefits of smartphones — both online and in-store



The state of smartphones in the UK

- Smartphones are the most frequently used devices in the UK, with **95% of users aged 16-75 using their device in the past day**
- In recent years, desktop orders fell from 47% to 45% while **retail sales via smartphones grew to 18.9%**
- Smartphone penetration has seen growth across all age groups, and the **55-75 category has seen the most growth**. (So much for old people not being tech-savvy!).

Source: Deloitte Global Consumer Survey, 2018



So, what does this mean for retailers?



Whether you're catering to boomers, millennials, or Gen Z, it's important to have smart **"smartphone strategy"**



If you're not using mobile as a sales channel, you're missing out on tons of **revenue opportunities.**

1. Improve your visibility on the small screen

Start with boosting your Google presence



46% of all searches on Google are local – and that number is growing.



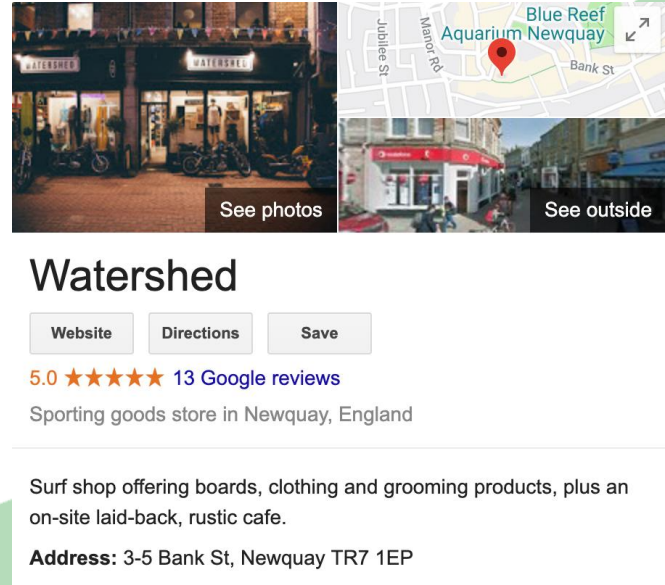
According to Google "near me" searches on mobile have grown **500%** over the last few years.



88% of people who conduct a local search on their phone **visit a related store within a week.**

Leverage Google by setting up your business listing properly

- Complete your profile and add as many details as you can.
- Go beyond the basics!
- Encourage your customers to leave reviews



Watershed

[Website](#) [Directions](#) [Save](#)

5.0 ★★★★★ 13 Google reviews

Sporting goods store in Newquay, England

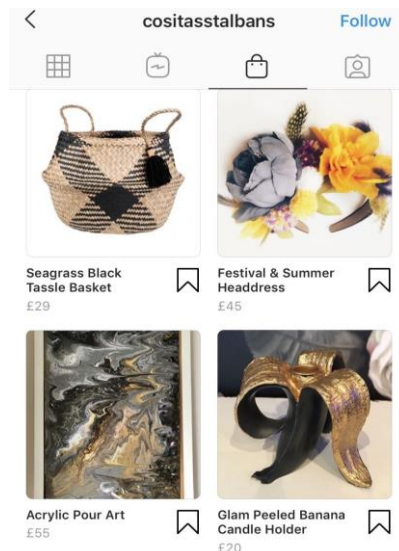
Surf shop offering boards, clothing and grooming products, plus an on-site laid-back, rustic cafe.

Address: 3-5 Bank St, Newquay TR7 1EP

Get on social media

- 60% of Gen Z shoppers said that they frequently discover new products on social. Invest the time in improving your presence on social media – particularly on image-centric platforms like Instagram.

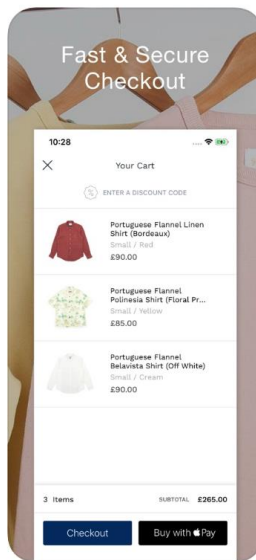
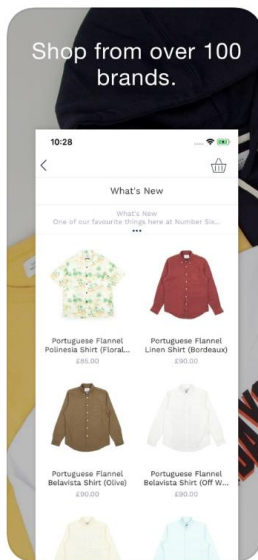
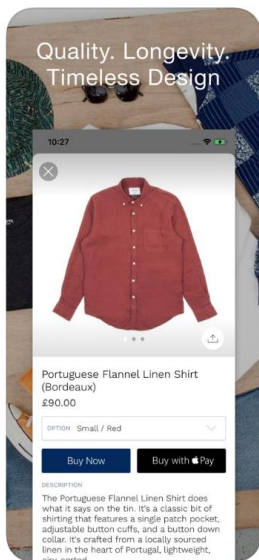
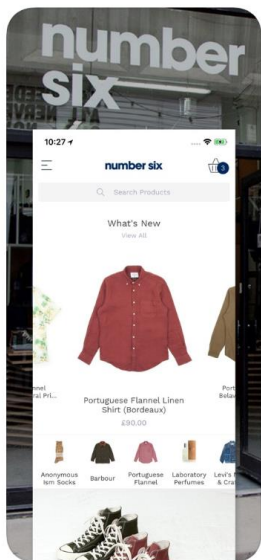
Source: VisSense Survey, 2018



Aside from frequently posting amazing content, Cositas has “shoppable” posts on Instagram, which enable users to quickly check out what products they have on sale.

Leverage mobile apps

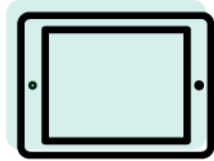
- Having a dedicated app allows you to reach your customers in a new and unique way.
- Rather than cluttering up people's inbox, you could send push notifications about new arrivals and promotions.



Number Six created a mobile app to improve the mobile browsing experience of their customers. According to Jake Hardy, the owner of Number Six, they found a gap in the market for a comprehensive menswear-only app, and they decided to own the space.

2. “Work from phone”
and use mobile to
become a more
productive retailer

Work from phone



Make sure your retail management system runs in the cloud.



Give yourself the option to run your business from your phone, wherever you are.

“For a geek like me, or a business owner, it’s great to be able to see that really quickly in an instant, from anywhere.” - Scott Blumson, co-owner of Tailor & Forge

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Already using a cloud-based system? Take advantage of integrations!

Integrations enable you to be more efficient by:

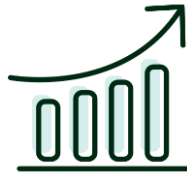
- Decreasing manual work
- Streamlining your operations
- All these apps can “talk” to each other, so the business runs like a well-oiled machine!



We Built This City are using a variety of apps to turn their business. They're using Vend for their point of sale and inventory management, they're using Shopify to sell online, and they're using Xero and iZettle for accounting and payments.

3. Offer free WiFi

It may seem counterintuitive, but... offering free guest WiFi in your stores can boost customer engagement and sales.



It helps drive customer engagement.



It enables you to collect customer data.

4. Adopt mobile payments

Mobile payments continue to gain steam

- Business Insider predicts a **20% compound annual growth rate (CAGR)** for mobile payments through 2020.
- The MasterCard Digital Payments Study found that **mobile wallets were cited in three-quarters of social media conversations about new ways to pay.**

Consider accepting mobile pay in your shop

Integrate existing mobile checkout methods, like Google Pay, Apple Pay and “buy now pay later” methods such as Klarna. **And Klarna’s numbers speak for themselves:**

- **91%** of customers would use the payment option again
- **44%** would have abandoned their purchase if the pay later option wasn’t available from the retailer
- **68%** increase in average order value from shoppers paying with installment

Source: Klarna Customer Survey, 2018



Klarna.

Smartphones are here to stay.

And the good news is, these handy devices can open up tremendous opportunities for retailers in the UK.

- Be smart about smartphone strategy
- Connect with customers via smartphone to boost customer engagement, loyalty and sales
- Use the right smartphone apps and integrations
- Use your smartphone to track your business and get insights on the go



Here's to your retail success!

Swing by Booth 9H51, Hall 9
— we'd love to chat!

