

# Driving the Digital Retail Experience





## Shifting towards contactless experiences

More customers are seeking contactless methods to pay for their favorite retail items. As expectations evolve, the retail industry is experiencing a massive shift in how payments are processed, goods are delivered, and customer needs are met.



72%

of consumers are more eager to buy from a digitally innovative business<sup>1</sup>



43%

of shoppers would rather use Scan and Go than wait in a checkout line<sup>2</sup>

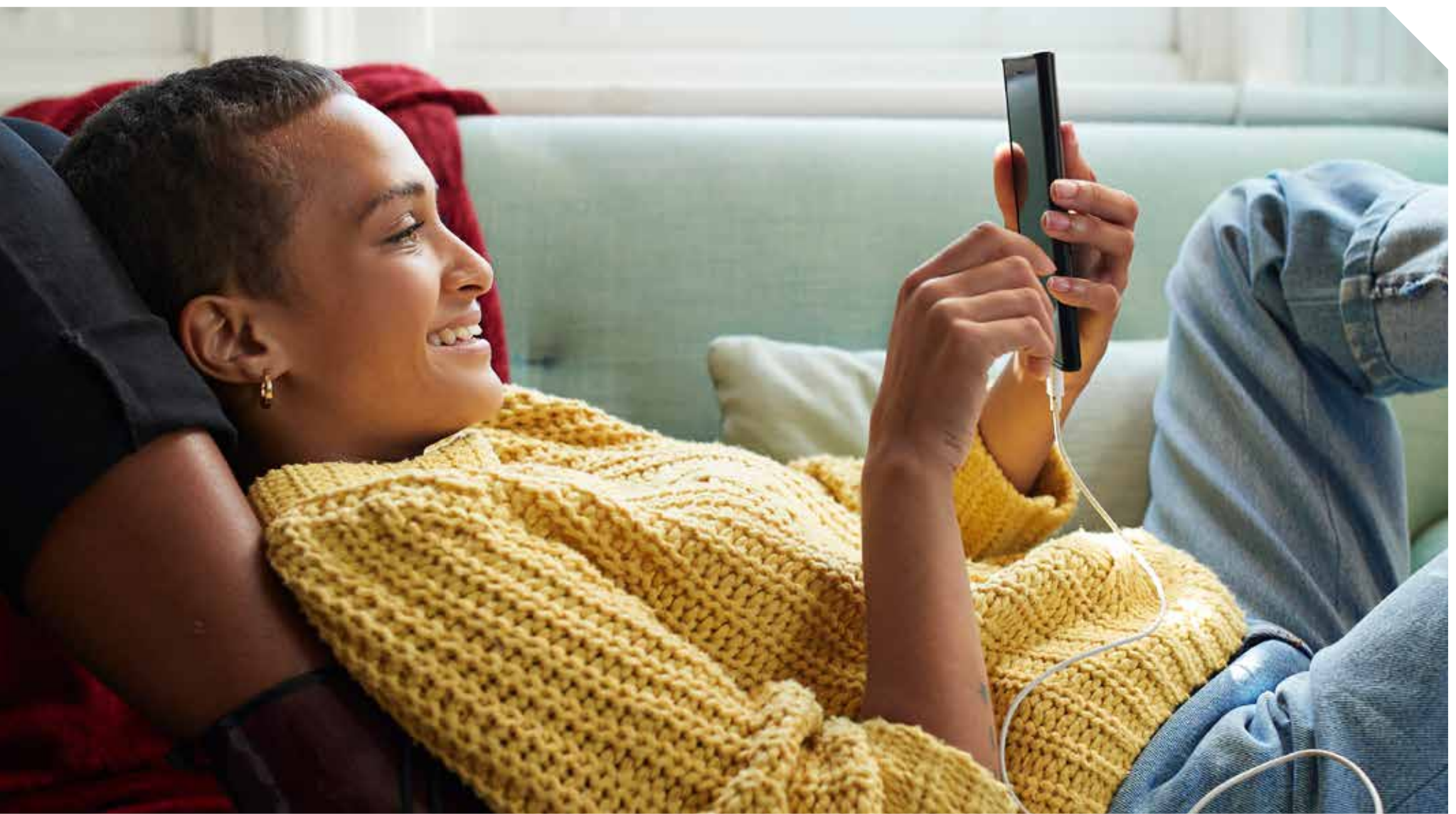


205%

consumer increase in buy online, pickup in store transactions<sup>3</sup>

## Driving digital growth

Evolving consumer shopping habits are driving increased omnichannel commerce growth.



As more consumers turn to digital payment solutions, the industry can expect an increase in omnichannel commerce growth.

# 100%

increase in eCommerce transactions for retail clients<sup>4</sup>

# \$300B

omnichannel commerce growth by 2024<sup>5</sup>

## Opportunities for the retail industry

As digital channels provide more opportunities to connect with existing customers, engage with new ones, and create a more seamless payment experience, retail businesses who offer digital services can expect increased omnichannel commerce growth.



### Help maximize revenue opportunities

Allow your consumers to pay using the contactless method they prefer to enable more transactions.



### Redefine consumer experiences

Allow customers to order, pay ahead, then pickup curbside or enable dynamic QR codes to encourage contactless payment experiences.



### Power omnichannel commerce

Create innovative checkout experiences such as Scan and Go across channels, payment types and devices.



### Enable secure, frictionless checkouts

Integrated systems allow for seamless payment experiences while customer data stays secure through encryption and tokenization.





# Implement an action plan

Technology will continue to evolve and **retailers must adapt to meet the changing needs of their consumers.** With a phased, integrated digital strategy, you can provide your customers with more flexibility and new ways to pay.

## Action plan checklist

1. Enable and accept more payments
2. Enhance your digital capabilities
3. Expand the consumer experience



## Action 01

# Enable and accept more payments

Adapting to new marketplace trends starts with a few digital basics.

## Digital channels

Enhance digital channels, including online ordering, a mobile app with basic services and loyalty programs.

## Curbside pickup

Offer curbside pick up to allow customers to order and pay ahead, then pick up curbside at your location.

## Touchless payments

Enable dynamic QR codes at the POS to encourage contactless payment experiences.



## Action 02

# Enhance your digital capabilities

Once your business has implemented the basics, you can begin to expand your digital capabilities.



## Buy now, pay later

Offer customers the option to split payments, which can help increase basket size and conversion rates.

## Pay by bank/eACH

Deliver secure omnichannel payments with ACH warranty against chargebacks to lower the cost of payments and deliver a great user experience.

## Buy online, pay in store

Enable customers to shop online, place a hold on the items they want, then pay in store with any accepted form of payment.

## Action 03

# Expand the customer experience

Reach your customers in memorable ways through new platforms and a curated experience.



## Data insights and analytics

Leverage data to target and activate shoppers, then personalize their consumer journey.

## Connected commerce

Create new commerce experiences by natively integrating additional service providers and social media platforms.

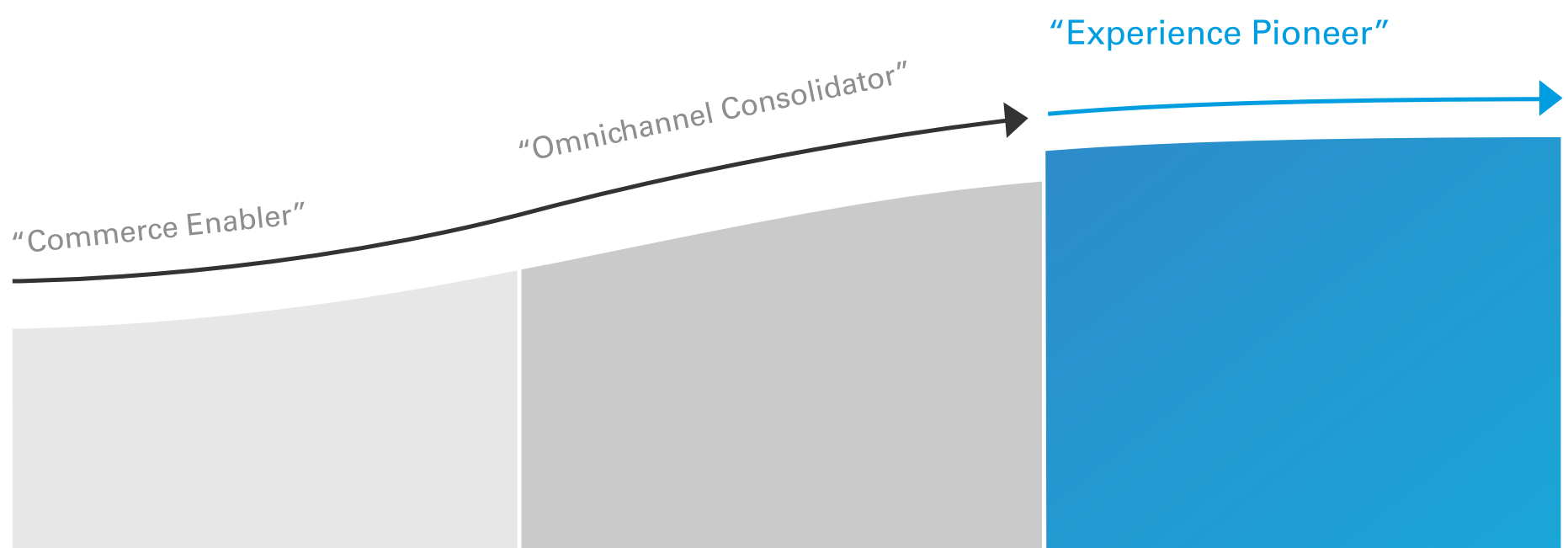
## Scan and go

Enable a fast, mobile checkout experience without the checkout aisle.



## Digital commerce maturity curve

Wherever you are on the omnichannel commerce maturity curve, we'll help you get to the next level.



### Multichannel

Enhance commerce options for individual channels

- Enable popular and emerging payment methods
- Secure transactions and fraud mitigation
- Vault credentials for recurring payments
- Expand globally with cross-border, local payment methods and currency
- Maximize authorization approvals
- Lower the cost of debit acceptance

### Omnichannel

Enable true omnichannel commerce experience

- Cross-channel shopping experiences (social, curbside pickup, delivery, etc.)
- Encrypted omnichannel tokens and enriched data
- Integrate back-office systems and reporting across channels and partners
- Optimize online conversions and increase foot traffic with targeted digital experiences

### Future Innovations

Extend your relationship with customers

- Empower your customer base with embedded financial tools like credit, debit/checking, and stored value
- Gamify and hyper-localize loyalty experiences
- Revolutionize in-store and online support with AI and digital tools for better customer experiences
- Leverage virtual reality, simulators, and avatars for clients to preview and purchase goods

## More opportunities

# Additional services offer incremental benefits

With a strong digital platform, you can optimize payments, lower costs and increase profitability.

### Optimization

#### Decline prevention

Keep payment credentials up-to-date to improve checkout experience while increasing authorization rates and helping reduce fraud.

#### Decline recovery

Setup custom rules for declined transactions to quickly return a new outcome.

#### Routing optimization

Pay lower costs based upon the networks available.

#### Encryption & tokenization

Help protect your customers' data and reduce your compliance scope with multi-layered, end-to-end security.

#### Fraud mitigation

Block fraudulent transactions and avoid reputation damage to your brand.

### Financial Services

#### Payroll

Expand the customer experience to deliver a range of banking and payment service, such as rewards-bearing credit cards and financial wellness offerings.

#### AR automation

Overcome manual processes by automating vendor/supplier payments.

#### Banking-as-a-service

Allow employees to access a portion of their pay after each shift, rather than waiting for the traditional payday.

### Integration Assistance

Accelerate time-to-market and free up resources with services to seamlessly connect systems and deliver enriched consumer experiences.





We have the industry expertise to help your business grow.

**200+**

clients in the retail vertical

**20B+**

global eCommerce transactions

**9/10**

Of top eCommerce retailers work with us



## Client success stories

From increased mobile acceptance to more actionable data and insights, Carat innovative digital solutions enable real growth for our clients.

# 85%

### Approval Rate

Our Buy Now, Pay Later solution helped improve applying customer approval rates by 3X for a major sports apparel company and increased their order value by 64%.

# 30

### Countries

We helped a global dietary supplements company enable consistent payment experience in 30 countries.

# 8%

### Data-driven revenue increase

A major retail company leveraged the data insights we provided to increase transactions by 8% and lift incremental revenue by \$9 million.

# 21%

### Sales Increase

We helped a leading retailer of the NFL, NBA, MLB, NHL, MLS and NCAA licensed products accept on-the-go payments which resulted in a 21% increase in sales.



When you partner with us, you're choosing an industry leader with nearly **50 years of experience**. Discover how we can help your global digital brand grow through the right set of solutions and services.

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