

# Driving The Digital Retail Experience





## Shifting Towards Contactless Experiences

More customers are seeking digital, 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.



74%

of consumers say they will use contactless payment post pandemic.<sup>1</sup>



43%

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



205%

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

75%

of shoppers who have used curbside pickup say they would do it again.<sup>4</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%**

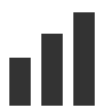
increase in eCommerce transactions for retail clients<sup>5</sup>

**\$300B**

omnichannel commerce growth by 2024<sup>6</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.



### Power Omnichannel Commerce

Connected Commerce and Scan & Go create fast mobile checkout experiences across channels, payment types and devices.



### Redefine Consumer Experiences

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



### Enable Secure, Frictionless Checkouts

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

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## Implementing an Action Plan

Technology will continue to evolve and retail businesses 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.





Phase

**01**

**Enabling and Accepting  
Digital Payments**

**02**

**Enhancing Your  
Digital Capabilities**

**03**

**Expanding the  
Consumer Experience**



## Phase 01

# Enabling and Accepting Digital Payments

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



### Digital Channels

Launch 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.



**Phase 02**

# Enhancing 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.

**Direct To Bank**

Link guaranteed payments at the POS or mobile app to offer broader choice and lower costs.

**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.



## Phase 03

# Expanding the Consumer Experience

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



## Scan & Go

Create a new checkout experience without the checkout aisle, enabling a fast, mobile checkout experience.

## Data Insights & Analytics

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

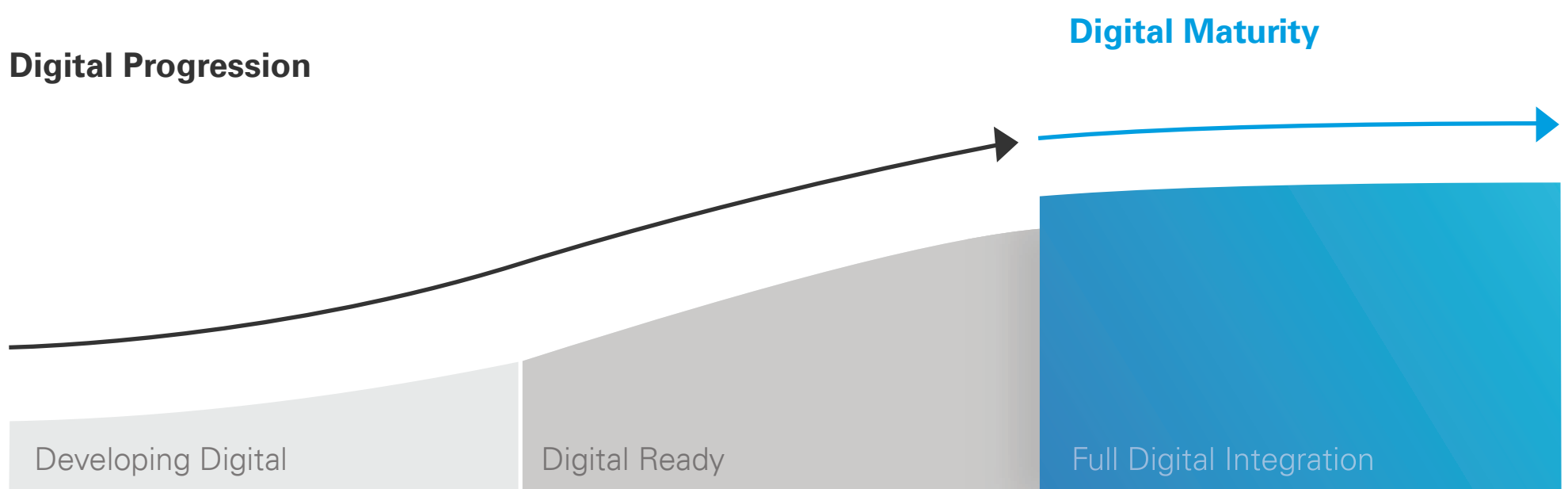
## Connected Commerce

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



## Digital Commerce Maturity Curve

Assess your business life cycle stage with the maturity model for the retail industry.



### Enabling and Accepting Digital Payments

- Online ordering with in-store reserve options
- Mobile app with core payment capabilities (cards, digital wallets)
- Digital security and fraud solutions
- Payment credentials vaulted for recurring payments

### Enhancing Your Digital Capabilities

- Integrated real-time inventory, pricing available through app
- Online ordering with in-store pickup options
- Omnichannel experiences including “Endless Aisles”, “Save-the-Sale” and returns
- New ways to pay, including QR codes, Buy Now, Pay Later, lending and more
- Cross-border and global expansion

### Expanding the Consumer Experience

- Online ordering with delivery partner or curbside pickup
- Enable data analytics to personalize consumer shopping journeys
- Integrated AR/VR experiences
- Scan & Go experiences
- Cross-partner promotions
- Connected commerce



## More Opportunities

# Additional Solutions Offer Incremental Benefits

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



### Debit Routing

Proprietary, dynamic engine reduces debit costs across virtually all U.S. networks.



### Fraud Mitigation

Leverage machine learning technology to help mitigate risk using real-time analysis.



### Authorization Optimization

AI technology helps online businesses maximize approval rates and reduce passive churn.



### B2B

Lower your DSO from business-to-business payments by modernizing your AR flows.



### Encryption and Tokenization

Multi-layered, end-to-end solution helps protect customer data through encryption and tokenization.



### Global Acquiring

Expand your global reach by selling cross-border or by expanding into new countries.



### Disbursements

Rapidly credit and incent consumers with a speedy payout.





**We have the industry expertise to help your business grow.**

**200**

clients in the retail vertical

**15B+**

global eCommerce transactions

**1B+**

global omnicommerce transactions

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## Client Success Stories

Nine of the top ten eCommerce retailers work with us. Our expertise, insights and technology have helped drive our clients' success and continue to prepare them for the future of retail.



## Client Success Stories

From increased mobile acceptance to more actionable data and insights, Carat's 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

By mid 2021, we will help a global dietary supplements company be payments enabled on one single-sourced platform in 30 countries.

# \$9M

### Revenue Lift

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.

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# \$179M

## Sales Increase

We assisted a retailer in implementing an end-to-end gift card program, resulting in \$179 million in in-store gift card sales.<sup>7</sup>





When you partner with us, you're choosing an industry leader with over **47 years of experience**. Discover how we can help your retail enterprise grow through the right set of digital solutions.

**Explore Carat →**