



*“Integrate digital systems into the store environment via a single platform”*

## Grassfish

WHY DIGITAL AND BRICKS-AND-MORTAR CHANNELS FORM A SUCCESSFUL TEAM IN RETAIL SPACES

What do customers expect from a retail store? What appeals to them? And conversely: How can the retailer arouse their enthusiasm? How can digital solutions contribute to a sustainable customer relationship? These are questions to which Grassfish received some interesting answers in the latest market report “The Generation Game”. The company has been following trends in the retail sector for the past ten years. It investigates the interaction at the intersections within a store and has even developed a platform which can control all the digital equipment from sensors to tablets.

### Customers would like technological solutions in retail stores

Time is a precious commodity. Customers often become impatient if they have to wait at the checkout. Today’s customers are no longer willing to accept digital weak spots in the bricks-and-mortar shop environment. In the worst-case scenario they will lose interest in shopping and in the shop. It is no wonder, therefore, that the companies interviewed see the greatest potential in the interlinking of digital elements with traditional quality standards. It is not surprising that different age groups have different expectations of the retail sector: Younger customers respond to an improved shopping experience through digitalisation within the store, while older customers in general would wish for a better exchange with the sales staff.

### Differences between the generations

Customers of the Generation Z and Millennials see the retail store as a place for exploration and encounter – they generally spend a lot of time researching products online and they expect the store to establish a link to this world. Retailers must ensure when investing in new technologies that they know which age groups they wish to



address. During the implementation of these new solutions within the shop it is crucial that retailers think through the technologies and their own goals as well as digital touchpoints for the customer. And so it is important to invest in a single platform which will link the appliances and integrate the digital systems into the store environment and provide optimal support for the customer.

### Creating an interlinked shop strategy

Through the rapid development of IoT technologies (Internet of Things), which is expected to take place in the next few years, now is the time for retailers to find the common denominator in their digital and bricks-and-mortar offers. In this way they can create precisely the customer experience which customers are looking for and can direct their shop in the right direction. In the modern retail sector the perfect store is characterised by a combination of attractive experiences and digital interaction and thus provides an unforgettable customer experience (CX) as well as brand loyalty.

Download market report under  
[www.grassfish.com/the-generation-game](http://www.grassfish.com/the-generation-game)

Image source: Grassfish



## Make Every Store a Flagship Experience



**“OUR XPERIENCE PLATFORM IS IN A POSITION TO CONTROL, LINK AND MONITOR ALL TYPES OF DIGITAL APPLIANCES.”**

Roland Grassberger

Roland Grassberger

is the CEO and Head of Strategy, Innovation and Product Management at Grassfish Marketing Technologies. Grassfish is the leading European developer of Smart Store and Digital Signage solutions for bricks-and-mortar sales spaces and supports retailers in the creation of intelligent as well as customer-friendly environments. The overarching platform system interlinks all touchpoints with each other digitally as well as maximising customer involvement and customer use. It also provides real-time insight into the controlling of purchasing processes.

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