

## **MSI Webinar:**

# **Capitalizing on Convergent Commerce to Reach Consumers in their Blended Online and Offline Shopping Worlds.**

**January 18, 2023 | Virtual | 12:00 pm – 12:30 pm EST**

### **Speakers:**

Alison Chaltas - *Global President, Omnichannel Shopper & Retail, Ipsos*

Brendan Light - *Shopper Practice Lead, Ipsos*

### **Overview:**

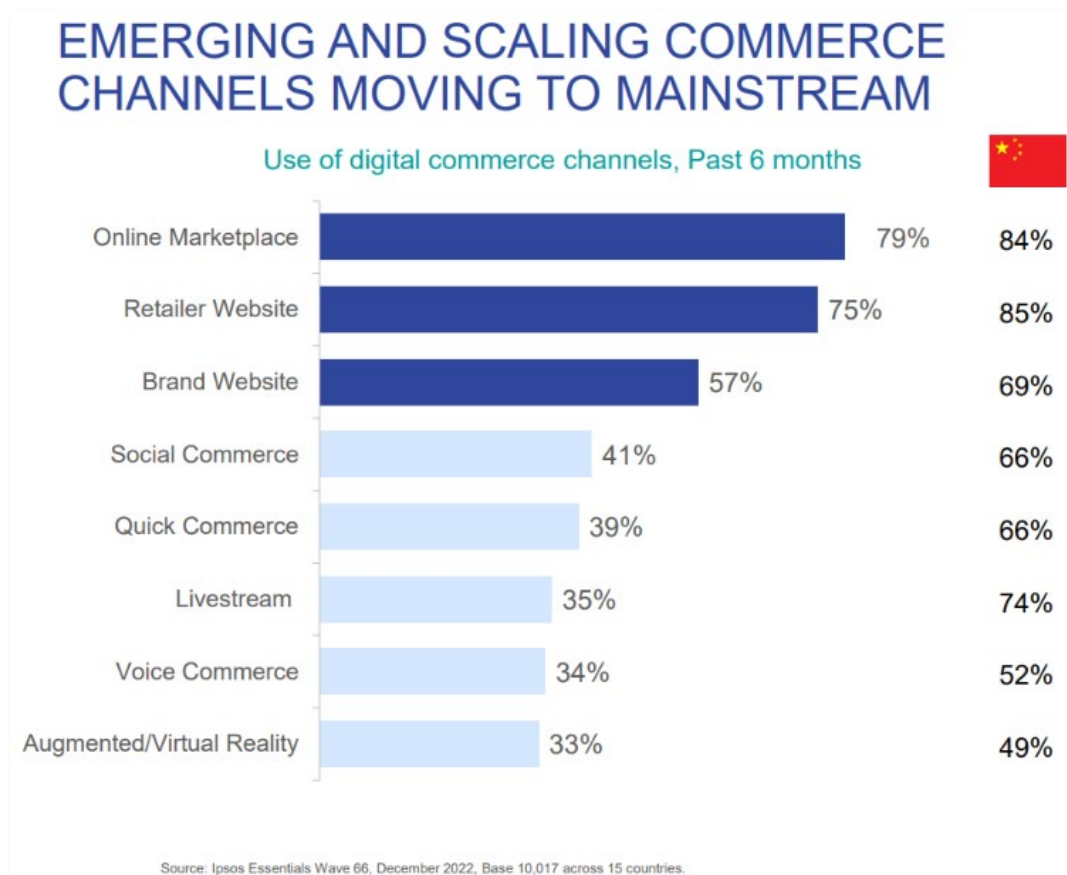
In this MSI Webinar, presenters Alison Chaltas and Brendan Light, both from *Ipsos*, examined shifts in commerce channel usage, and how brands and retailers are modifying their approach to accommodate these changes in consumer behavior. The webinar focused on reaching consumers in an increasingly blended world of online and offline shopping known as convergent commerce. In her discussion, Chaltas examined the increased popularity of emerging online commerce channels. In particular, she pointed to the use of livestreaming and leveraging key opinion leaders (KOL) as an increasingly effective method of commerce. In addition, she noted that the physical store is still very relevant. She indicated that as consumers' engagement with physical retail continues to evolve, metrics need to change to reflect the "new reality beyond sales and marketing KPIs." Chaltas explored increased touchpoints in the consumer journey both online and in the physical environment. She noted that brands and businesses now have increased reach but less control over consumer ecosystems.

For his part of the presentation, Brendan Light advised that "we really need to think about how we reimagine shopping in this dramatically evolving retail landscape." Light, highlighted that physical stores are no longer just a space to "facilitate transactions and warehouse goods." These spaces need to leverage technology to create an "immersive, entertaining, sensorial and personalized" experience. He spoke to the trend of personalization as creating many opportunities and challenges, requiring a great deal of trust in a brand to be successful. Light spoke to the preference for human touchpoints over automated tools, and the increase in physical store visits to satisfy that need for a human touch. Additionally, he discussed the role convenience plays to provide a frictionless retail experience as a consumer expectation.

## Takeaways

### *The Changing Commerce World*

- Commerce is changing rapidly and has quickly evolved from a **multichannel** (transactional) siloed environment both on and offline environment to an **omnichannel** environment where physical and digital touchpoints were more seamlessly blended, expedited by the pandemic.
- Beyond the pandemic, we have entered a **convergent commerce** environment led by technology where physical and digital channels are "converging," leading to a more blended experience in both physical and online retail.
- Though venues such as malls are still experiencing challenges, **"the role of the physical store is expanding."** How consumers navigate the physical retail environment needs to be reflected through updated metrics.
- **Emerging online commerce channels are becoming more mainstream.** Digital commerce trends worldwide, in comparison to China (trendsetters), indicate that emerging channels such as social, livestream, voice and AR commerce are increasing in popularity.

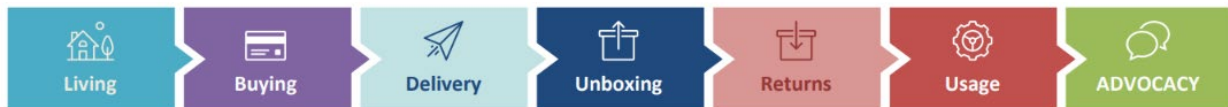


- **The shopper journey is becoming less linear.** Shopping has become a "fluid set of activities across channels and touchpoints." Consumers have more control over their "commerce ecosystems."

## SHOPPER JOURNEYS ARE CHANGING

... and becoming less linear

Truncated, one-click or one-command 'see-and-buy' journey



AND

Expanded search journey with new touchpoints



*What Consumers Want and Expect now*

- **Physical stores** are no longer just a space to "facilitate transactions and warehouse goods." Retail spaces now need to transcend their flagship counterparts as being "**immersive, entertaining, sensorial and personalized.**"
- **Personalization provides many opportunities and challenges** with building brand trust as a key component in leveraging this concept. Considering the consumer comfort level with personalization is vital to be effective, along with **communicating "responsible and relevant offerings."**
- Humanity needs to be at the center of the customer experience, with **human touchpoints being preferred** by consumers over AI-driven solutions such as chatbots.
- **Convenience is a "universal" factor in the retail experience.** Providing an easy, efficient, seamless and simplistic shopping experience is expected by consumers.

*So What Can We Do?*

- The shopper journey has evolved. **Reevaluating strategies to accommodate these changes in consumer behavior** and their new expectations, across channels, will help to define brand and business success going forward.

