

# Examining the New Retail Ecosystem

## The World of Retail Expands Beyond the Store Shelves

Digital has made retail increasingly dynamic and complex. It is no longer about examining individual retail transactions, but rather viewing the industry as a *true ecosystem*.

Below are 5 key areas of focus when evaluating today's retail landscape:

### 1. The path to purchase can follow multiple routes.

- ✓ Greater access to price and product comparisons
- ✓ Purchases occur online, in-store, and across channels
- ✓ Apps play an increasing role in the shopper experience

### 2. What's in it for me? The impact of personalization.

- ✓ Greater ability to customize via more powerful database
- ✓ Opportunity to differentiate in a crowded marketplace
- ✓ Connects the right customers with the right promotions at the right time



### 3. Convenience is the name of the game.

- ✓ Focuses on efficiency
- ✓ Retailers can bridge the gap between shopping channels
- ✓ Balancing fast vs. free delivery options



### 4. Private labels pack perks.

- ✓ Not just lower cost but also better value
- ✓ Expanded brand opportunity for retailers
- ✓ Identical, if not better quality than name brand products

### 5. Loyalty programs expand to all touchpoints.

- ✓ Integrated omni-channel loyalty programs are growing
- ✓ Loyalty programs support repeat purchases
- ✓ In a crowded market they must be *unique*

ORC has a deep knowledge of the retail industry by serving a marquee list of the world's largest retailers. ORC distinguishes itself in the marketplace by creating new knowledge through original research backed by industry knowledge and methodological expertise.

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