Deloitte.
Digital

Immersive and Personalized In-Store Retail Experiences

Creating innovative customer experiences on the path to purchase

Deloitte Digital's IoT enabled digital 'mobile-first' commerce solution provides consumers with immersive and personalized shopping experiences, while helping improve in-store productivity and operational efficiency. Powered by Adobe Experience Cloud and Demandware Commerce Cloud, this solution is designed to transform digital experiences on the path to purchase, enabling:

- Customers to find items faster and check-out smoother with mobile payment
- Store associates can now work better, smarter, and faster
- Delivery of relevant and personalized user experiences in real-time
- Analytics to provide insights into what customers want, identify significant events, and make recommendations to reach the right customer at the right time

Together, Deloitte Digital and Adobe are helping close the gap between consumer digital behaviors and the retailer's ability to deliver at the right time and place, giving organizations the power to rapidly transform customer experiences across every touchpoint.

🛒 ABOUT THE DUQAN CONCEPT STORE

Transforming in-store retail experiences for the mobile-first customer

'Dokan' in Persian and 'Dukkan' in Arabic refers to a neighborhood store where customers are on a first name basis with shopkeepers who know their personal tastes and preferences. Inspired by this, Deloitte Digital developed the DUQAN Concept Store, a tailored, personalized and immersive in-store, retail experience for an increasingly mobile world.

Meet Grace as she walks in the store with her smartphone in hand:

- A welcome notification pops up on the app as Grace walks past a sensor beacon at the entry: "Hi Grace! Welcome to the California Ave store. The pair of blue shoes you're interested in is on Aisle N Section 4 and your size is in stock."

- Following the app's helpful directions, Grace locates the aisle and tries on the shoes for size and comfort, then decides she is ready to buy them.

- Grace walks over to the checkout area and notices that the shoes are now in her mobile shopping cart.

- Grace completes the payment transaction on her phone and leaves the store.

- A notification pops up on a store associate's phone: "Bob, blue shoes inventory is running low – need to replenish."

- Happy with her purchase, Grace receives an electronic invoice and a thank you message on her phone as she continues on with the rest of her day.

To learn how Deloitte Digital and Adobe can help you transform the customer journey, please contact Dennis Startsev, principal and US Adobe Alliance leader, Deloitte Consulting LLP at dstartsev@deloitte.com and Shakeel Sawar,managing director, DeloitteConsulting LLP at ssawar@deloitte.com.

About Deloitte Digital

From strategy to delivery, Deloitte Digital combines cutting-edge creative with trusted business and technology experience to define and deliver digital solutions. Deloitte Digital creates digital experiences for the connected enterprise, delivering strategy, mobile, social, web, cloud and digital content management solutions that can help strengthen clients' brands and evolve their businesses. And, Deloitte Digital is backed by Deloitte's broader consulting, tax, audit and financial advisory services, bringing the power of over 400+ U.S.