



New phases in the path to purchase

Share experiences and influence others

Finding inspiration to create ideas

Change

Imagine

Consumer journey

Service & advocacy

Awareness & locate

Transact

Evaluate & select

Shopping experience



Stores



Multichannel



Click & Collect



Smart trolley



omnichannel



iBeacon



Social Listening



Social media



Personalisation



Communities



Biometric



Facial recognition



Contactless



Mobile payment



iBeacon



Social media



RFID



Cloud



Geo-location



Traditional Media



Online reviews



Digital assistant



Touch and feel



Shop staff



Crowd-based power



Augmented reality