THE NEXT KILLER APP: STORES

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EVP, Brand, Strategy & Design
WD Partners

wdpartners.com
STORES
AS WE KNEW THEM...
ARE OVER
WD is a customer experience expert for global retail brands.

Our mission is to deliver innovative solutions that will drive and shape the future of retail.

46 years • 7 offices worldwide • 400 associates
what we do

insights & strategy
design & brand
digital services
architecture & engineering
program management
our partners
ONCE UPON A TIME...
WE DID ALL THE WORK
NOW
WE HAVE STORES
IN OUR POCKETS!
Shopper visits have fallen 5% every month for the past two years.

Source: ShopperTrak
Internet sales

+15% every quarter for the past two years

Source: US Census Bureau
Attention Retailers

YOU NOW BEAR THE BURDEN OF FULFILLMENT
BUY ONLINE PICKUP IN STORE

#1 most appealing DRI technology

86%

Source: Wiring the Customer Experience, WD Partners 2012
<table>
<thead>
<tr>
<th>Location</th>
<th>Appeal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive-thru</td>
<td>57%</td>
</tr>
<tr>
<td>Curbside</td>
<td>50%</td>
</tr>
<tr>
<td>Front of Store</td>
<td>49%</td>
</tr>
<tr>
<td>Combined Retailer</td>
<td>47%</td>
</tr>
<tr>
<td>Parking Lot Kiosk</td>
<td>32%</td>
</tr>
<tr>
<td>Self-Serve Locker</td>
<td>30%</td>
</tr>
<tr>
<td>Alt Location</td>
<td>24%</td>
</tr>
<tr>
<td>Back of Store</td>
<td>24%</td>
</tr>
</tbody>
</table>
2 things...
Fulfillment Centers

Social Playgrounds
BURY THE THOUGHT OF WHAT STORES ONCE WERE
THANK YOU...
HOW TO GET THIS STUDY
wdpartners.com/research/the-next-killer-app-stores