



## Anti-trust Caution:

CZ-SK ECR Initiative will not enter into any discussion, activity or conduct that may infringe, on its part or on the part of its members and participants, any applicable competition laws. By way of example, members and participants shall not discuss, communicate or exchange any commercially sensitive information, including non-public information relating to prices, marketing and advertisement strategy, costs and revenues, trading terms and conditions and conditions with third parties, including purchasing strategy, terms of supply, trade programmes or distribution strategy.

This applies not only to discussion in formal meetings but also to informal discussions before, during or after meetings.

# *Obchod pohledem zákazníka*

## *Prodejna 21 století.*

### *Seminář 9.11.2016*



# SIX TRENDS DRIVING THE DIGITAL FUTURE

Mobile 1<sup>st</sup>

Seamless

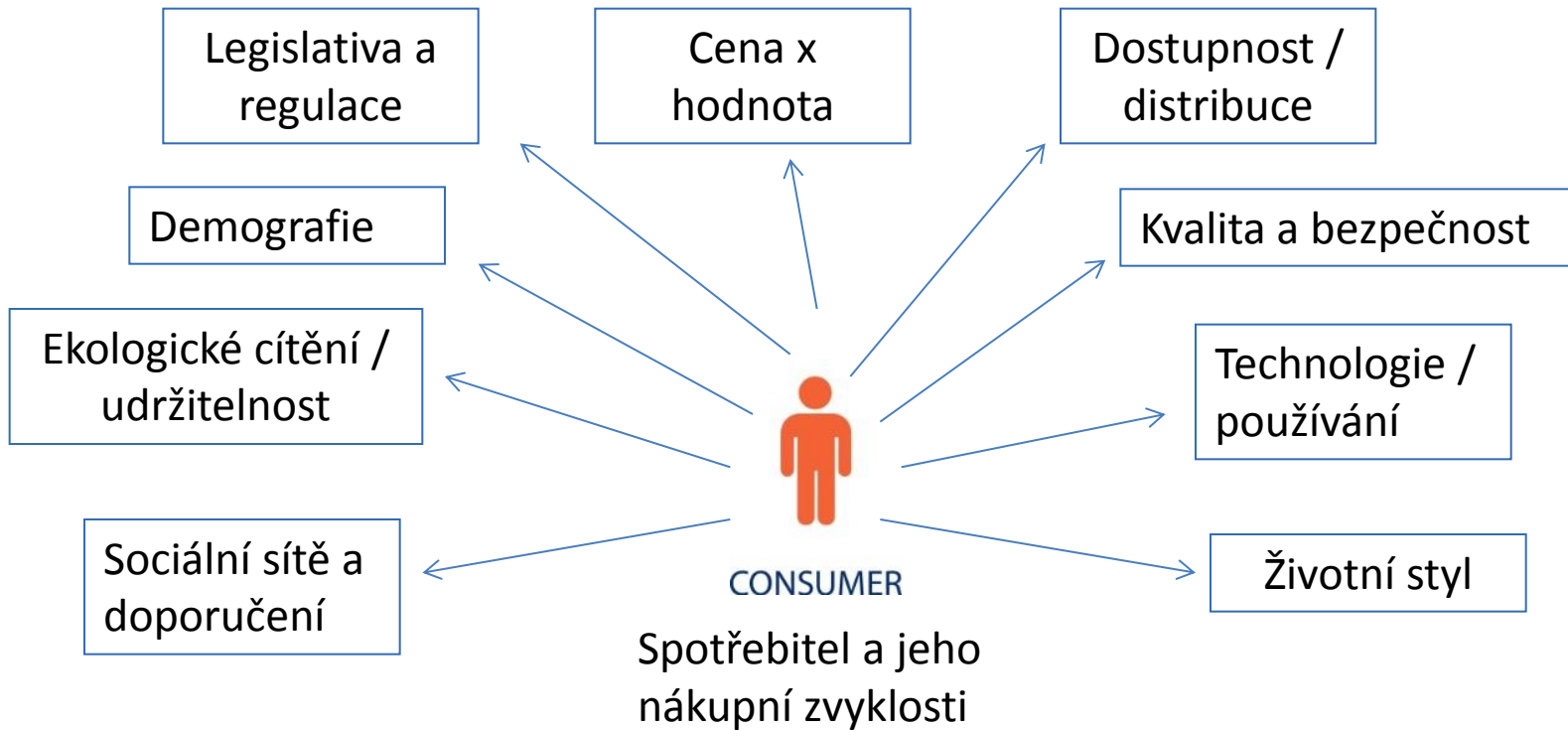
Disruptors

Subscriptions

Marketplaces

E-payment

# Spotřebitel x zákazník



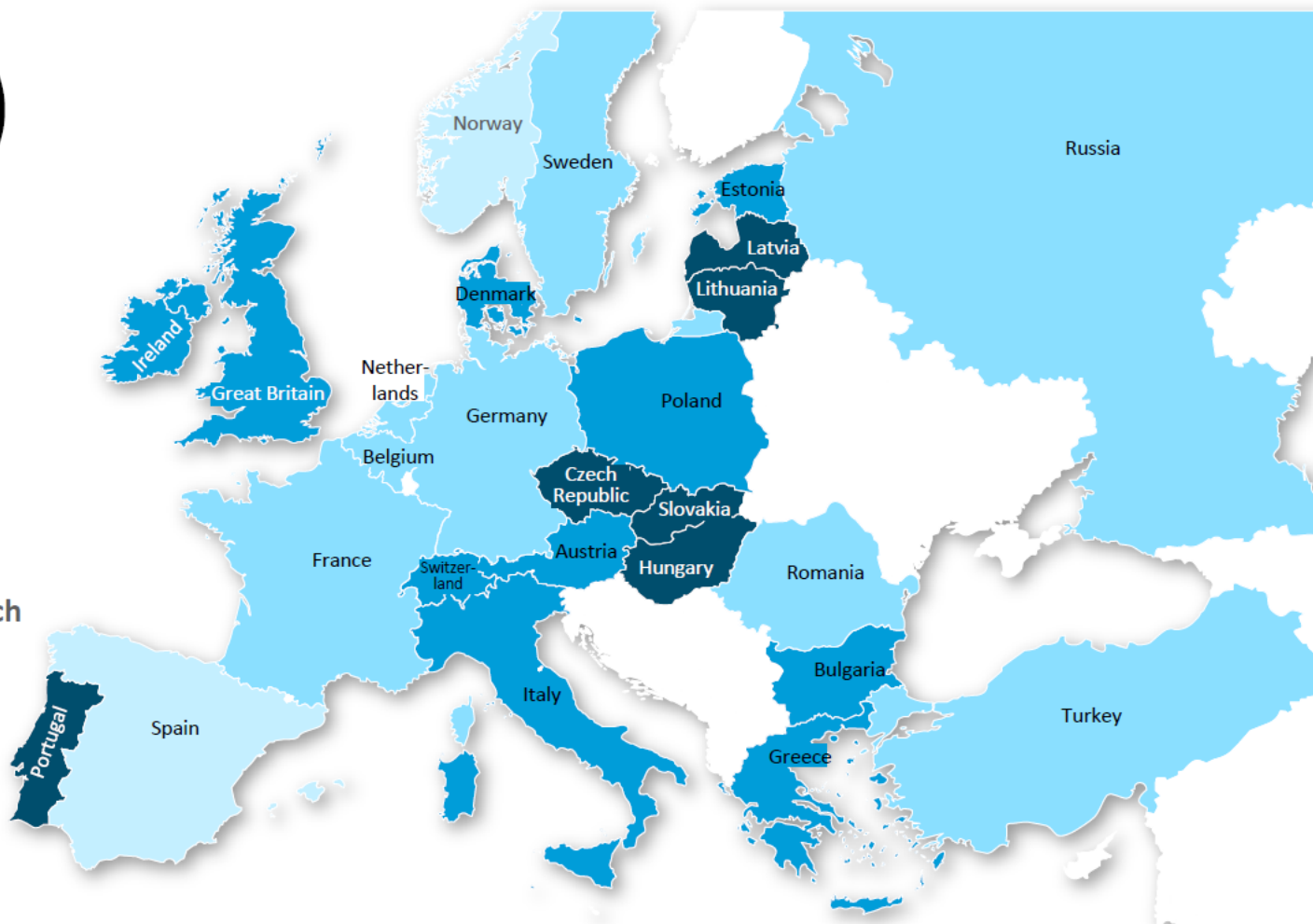
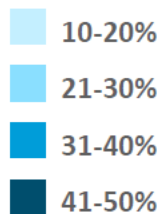


# KDO JE ZÁKAZNÍK

# ČESKO: NEJVĚTŠÍ PROMOČNÍ ZÁVISLOST V EVROPĚ

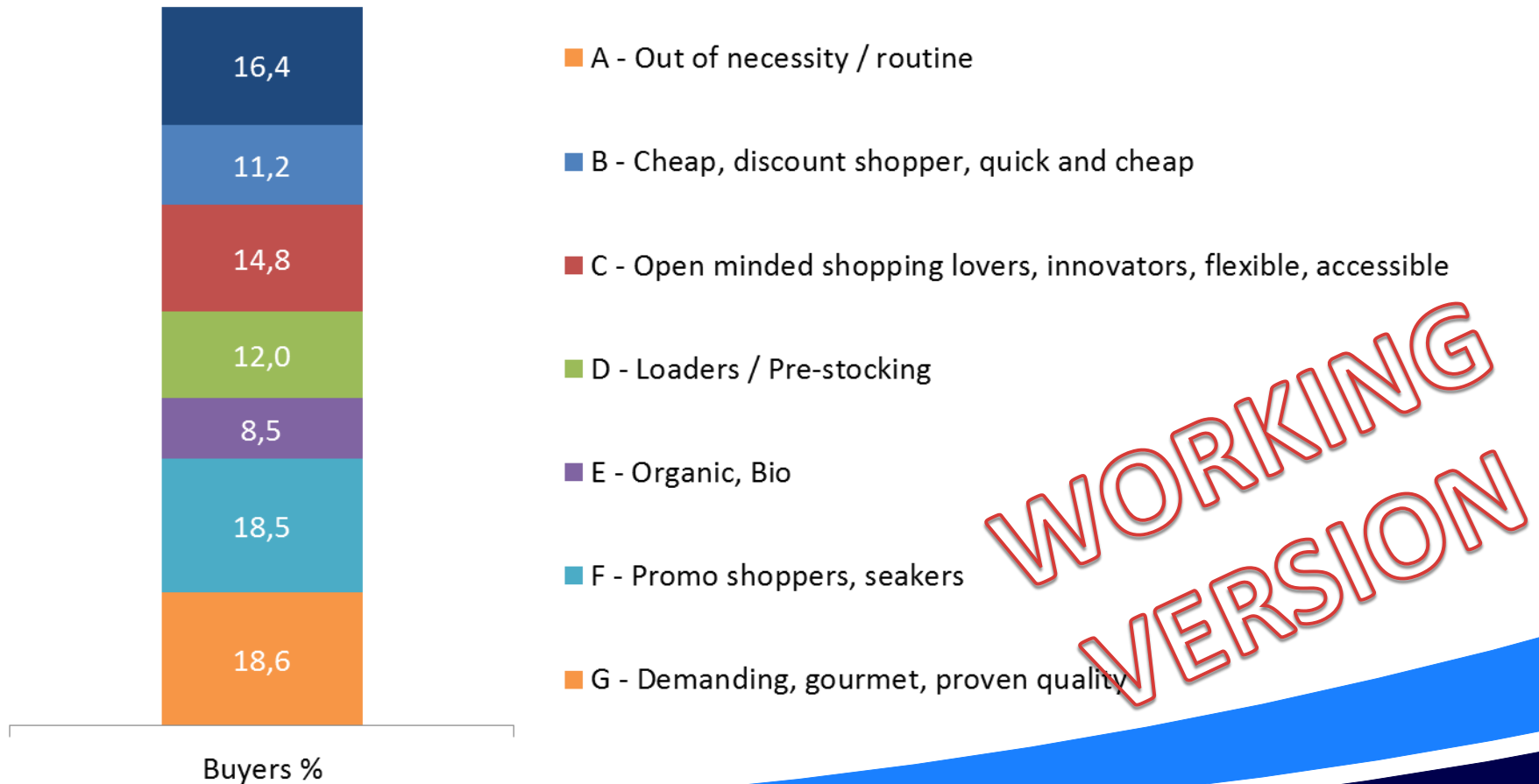


tržeb realizovaných  
promocích



# ECR Shopper segmentation project

## Shopper Groups





# ECR France / New consumer purchasing practices:

68% of shoppers say they have changed their purchasing habits in recent years.

- They are increasingly using the Internet (46%)
- The drive-in has revolutionised their habits and changed their expectations (19%)
- Their usages of conventional stores are changing (16%)
- And the crisis is forcing them to buy differently (19%)

## Omnichannel shopper:

- **61%** are "**one main channel**" users (1 channel): young families and families
- **26%** are "**plurichannel**" users (2 to 3 channels): silver surfers and "budgetary constraints"
- **13%** are "**multichannel**" users (more than 4 channels): hyper connected, urban and in a hurry, as well as exclusively omnichannel (2%) for whom "shopping is a full-time job!,"

(On average, for consumer goods categories, shoppers have used 2.1 channels during their last 10 purchases)



# ECR France – Omnichannel shopper

- **Efficient (13%)** "Internet is convenient for filling up, for all shopping; no need to see, feel, touch the products; as much fun shopping on the Internet as in-store; chore of shopping; gain time; temptations in-store. "
- **Web aficionados (11%)** "Internet is choice, it's cheaper, it's convenient; I love being delivered, fast delivery, chore of routine shopping."
- **Pure Sensorial (13%)** "Seeing, touching, feeling the products; product quality as a selection criterion; need accurate information on the products; purchase according to the desires of the moment; pay more for quality; pleasure of shopping; important choice of products / brands "
- **Resourceful (13%)** "I like to take my time when I shop; pleasure of shopping; I like shopping, wandering around the aisles; I pay attention to the price of products; I go to several stores to find the bargains ... "
- **Traditional (17%)** "No routine shopping on the Internet; not more choice on the Internet; I like to go into the store, not the pleasure of this on the Internet; not interested in large quantities at cut-prices on the Internet; seeing, touching, feeling the products is important, being able to test them, try them; Internet is for shopping, not for routine shopping... "
- **Scouts (16%)** "Don't respect the planned budget; struggle to resist temptation; products in advance at home; ready to buy large quantities if discounts; take advantage of promotions to stock up; finding great deals is a game; I take my time for shopping ... "
- **Disengaged (16%)** "Don't like to wander around the store; chore of routine shopping; no purchases according to desires; not in search of innovations: no difficulty in resisting temptation; no time for shopping; not tempted in stores; do not trust the Internet..."



# Kdo je zákazník?

- Každý 3tí nakupující je již „omnichannel“
- Nakupování „pro potěšení z nákupu“ – stále kolem 80%.
- Informovaný spotřebitel -> náročný zákazník s extrémně vysokými požadavky
- Hlavní kritéria: kvalita, value for money, dostupnost, výběr, časová flexibilita
- Končí éra pasivního spotřebitele – je zde aktivní zákazník
- Možnost poznání zákazníka a jeho potřeb – hlavní konkurenční výhoda.



# ZÁKAZNÍK JE MOBILNÍ

Kupóny,  
slevové poukazy



Vybrané  
informace  
o produktu

Virtuální obchod  
v mobilním  
telefonu



Nástroje pro  
udržení loajality  
zákazníka

Navigace  
uvnitř  
obchodu



Reklama  
a propagace

Platby



Samostatné  
snímání kódu a  
načtení do  
pokladny

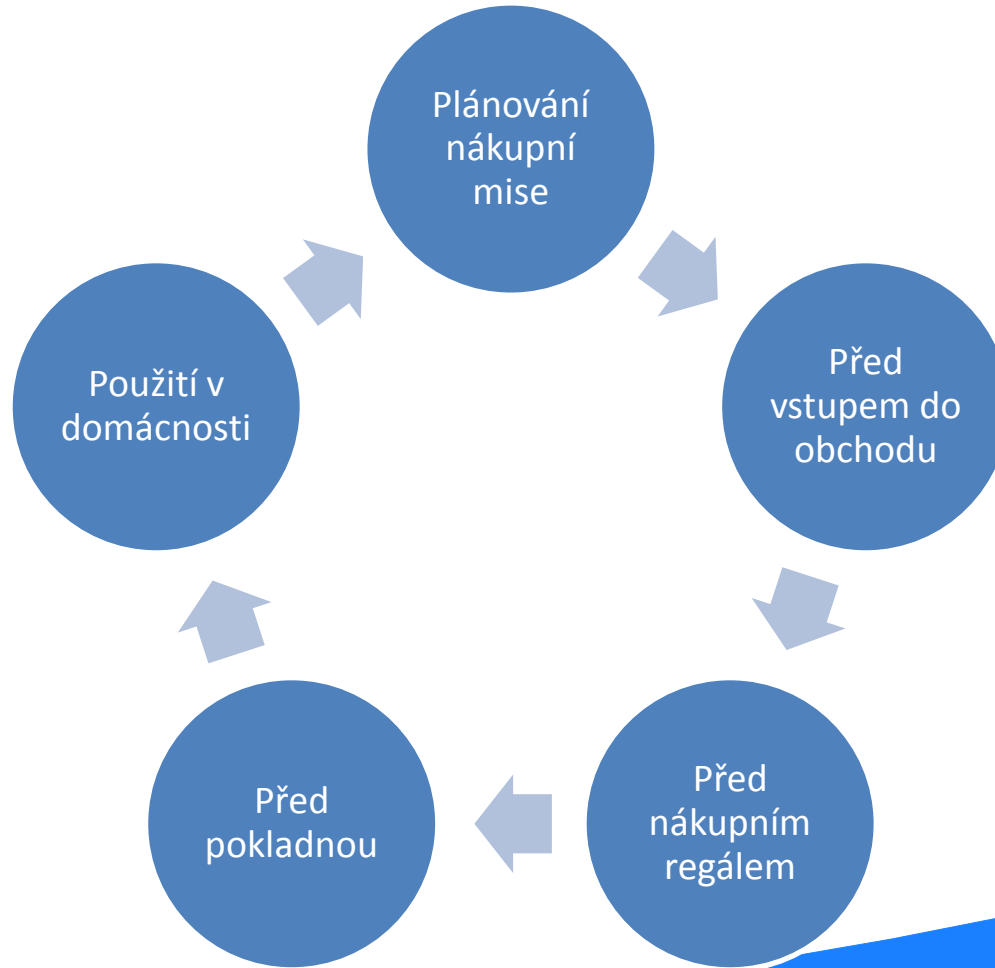
Vyhledávání  
konkrétní  
prodejny



Nákupní  
seznam



# Interace mezi nakupujícím a obchodníkem / mobilní technologie



# Plánování nákupní mise



- Nákupní seznam (podle minulých nákupů) + sdílení s rodinou.
- Zákaznický profil /časté položky, zdravotní a jiná omezení
- Nákup podle receptu (guláš, párty,..)
- Kupóny a promoce / na základě preferencí

# Požadavky na informace o produktech



# Před vstupem do prodejny



- Rezervace parkovacího místa (pro click & collect)
- Vstup a informace (speciální nabídky, doporučení)
- Kupóny, specifické promoce a inspirace (NFC tag, beacons)

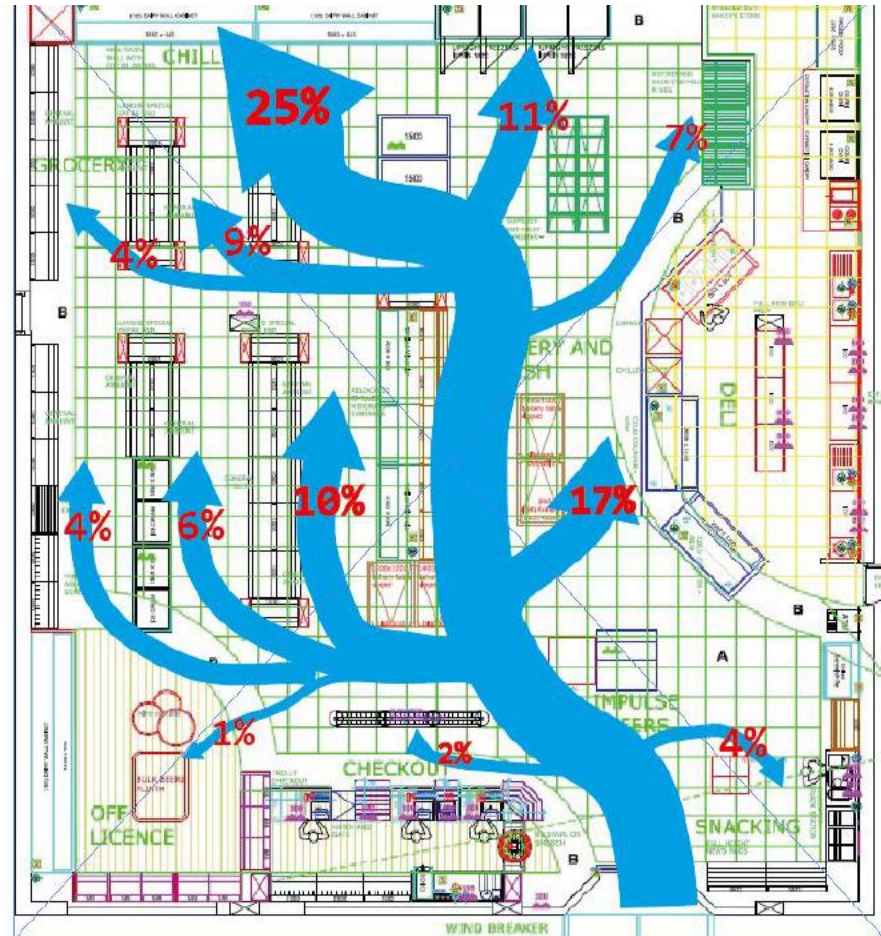
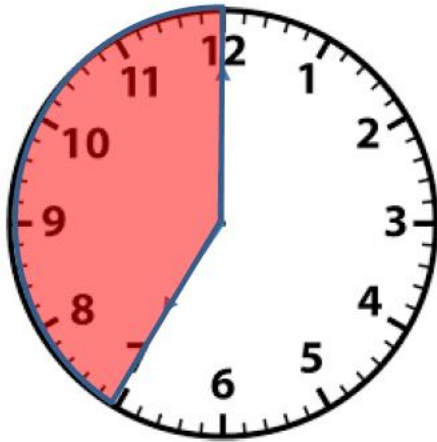


# Komunikace se zákazníkem / etické principy

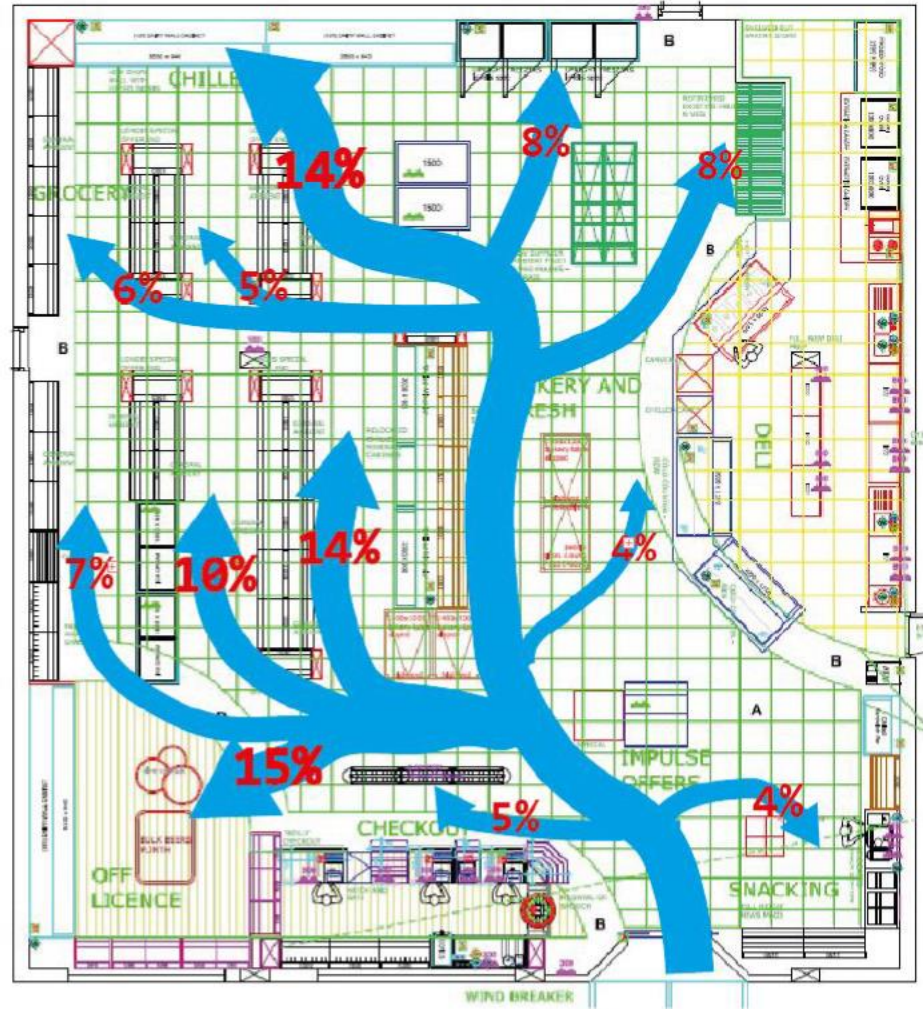
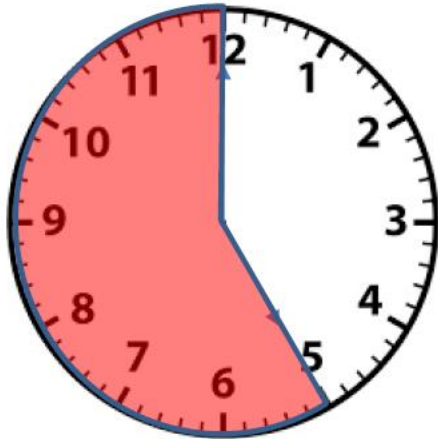
- Oslovení zákazníka
- Zákaznický profil a preference (sdílení, využití)
- Navigace po prodejně na základě nákupního seznamu.
- Cross sell a up-sell
- Historie nákupů a cílený marketing 1:1



Morning



Evening



# Před nákupním regálem



- Informace o výrobku (vč. el cenovka / NFC)
- Novinky – komunikace a doporučení
- Objednání výrobků, které nejsou dostupné (nepotravinářské – velikost, barva,...)
- Self-scanning

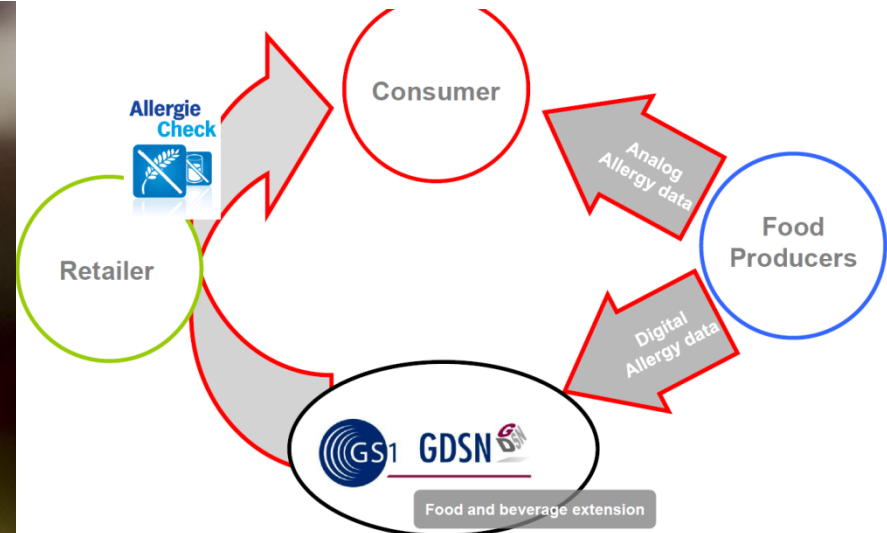
# Zájem o informace o výrobku:

- Původ výrobku a jeho složení
- Nutriční data (prosinec 2016)
- Zdravotní stav obyvatelstva (nadváha, cukrovka, potravinové intolerance a alergie,..)
- Dynamická data – bezpečnost výrobků a recalls.
- Udržitelnost. Uhlíková stopa výrobku. Lean & Green / Zero emission. Etické principy výroby. Plýtvání potravinami – Food Loop aj.

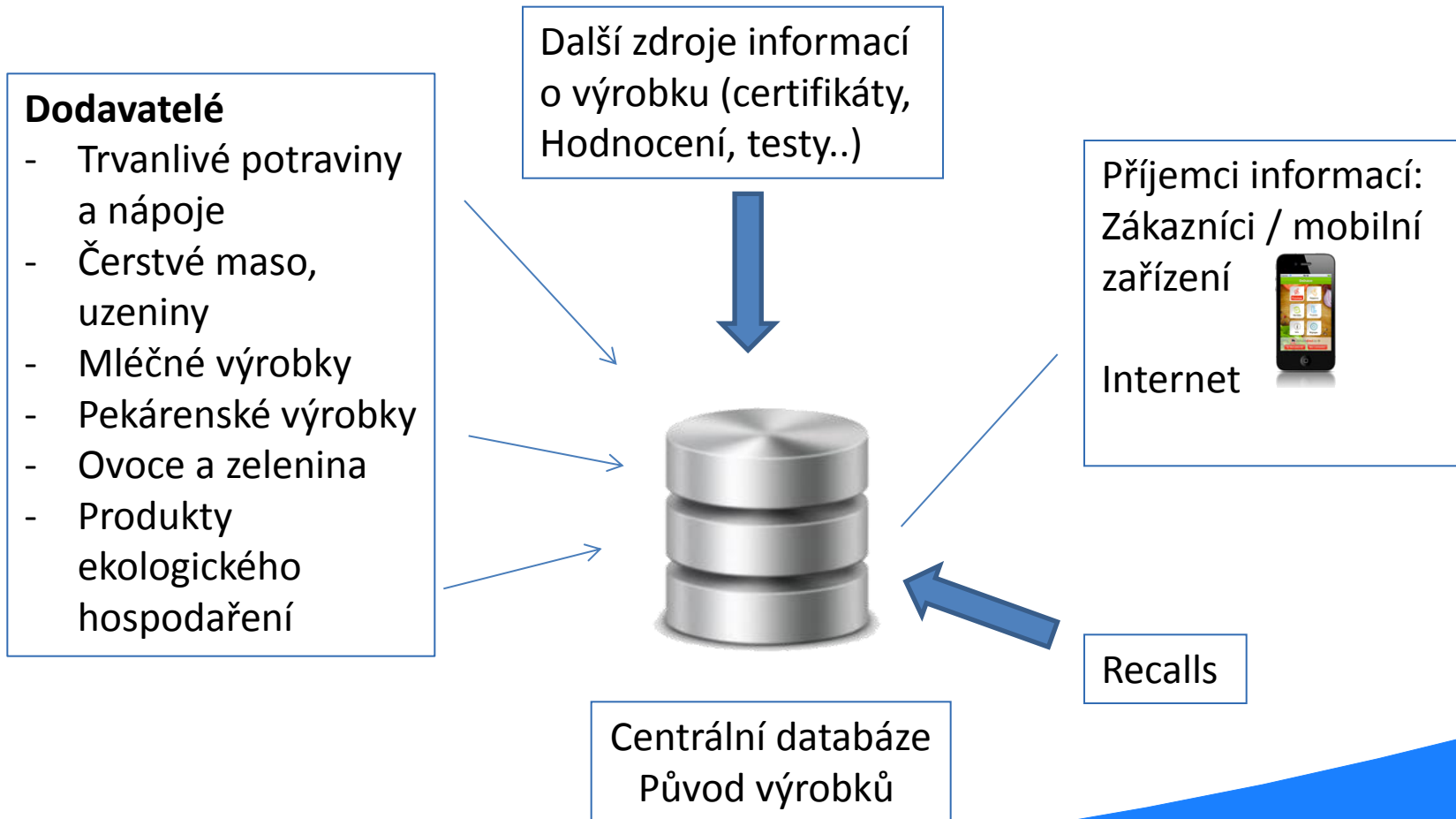
# Digitální obsah a sdílení se zákazníkem

Zákaznický profil a preference

Sdílení digitálního obsahu



# Ověřené informace o původu výrobků



# Před pokladnou



- Self-checkout
- Mobilní platby
- Kupóny a promoční nabídky
- Integrace mobile wallet s věrnostními systémy.
- Digital receipt / NFC

# Doma – chytrá domácnost



- Chytrá lednice
- Sledování expirace (+management)
- Eliminace vyhazování potravin
- Instantní (a cílený) marketing 24x7
- Sestavování jídelníčku + výživové údaje
- Připomínky a „doplňování zásob





# PŘÍPADOVÁ STUDIE – NFC FOR CITY OF BERLIN (MOBILNÍ PLATBY A KUPÓNY)

# Mobile Payment Pilot is based on NFC and Mobile Wallet



- Mobile Payment Pilot based on NFC und Mobile Wallet
- **Cross MNO and Cross Retailer model**

NFC-City  
BERLIN



KAISER'S

real

REWE

DEICHMANN

HDE  
Regulation der Deutschen Einzelhandels

GSI  
Germany

Deutsche Telekom

vodafone

e-plus+

O<sub>2</sub>  
A Telefónica company



# Fact & Figures NFC City Berlin

- **Duration & Time:**
  - 20 months from July 2014 – Spring 2016
  - Roll-out in **April 2015**
- **Area:** Region of Berlin (population of 3.5 million)
- **Project Core Partners:**
  - Issuing: **All national Mobile Network Operators** in cooperation with bank partners
  - Acquiring: **8 retailers** plus shops of MNOs; total of approx. **500 partner shops** at project start
  - The project is open to new partners.

Ganz Berlin mit ca.  
**3,5 Mio.**  
Einwohnern





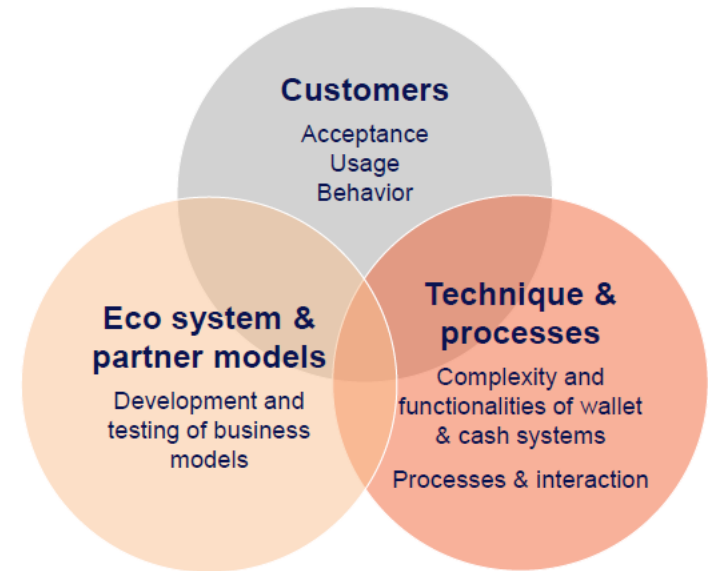
# Initiators of NFC City Berlin create an impulse by combining issuing and acceptance

- **All German MNO's and 4 leading retailers** combine forces to set up a lighthouse project by creating a broad infrastructure in the countries capital.
- **GS1 Germany** as a neutral platform for industry and commerce leads the project.
- The setup of NFC City Berlin represents a crucial milestone on the way to a broad implementation of Mobile Payment in Germany. It is the first step towards **standardization and a contactless communication at the POS.**
- Subsequently, the project will be extended by more participants and use cases including **harmonization** of different services and transaction types such as couponing and ticketing via NFC.



# NFC City Berlin delivers key insights into the mobile payment eco system

- NFC City Berlin gains important insights into the interplay of the different parties and components:
  - Customers
  - Technique & processes
  - Eco system & partner models
- Participating companies are able to position themselves early in the mobile payment field.
- From there, all parties can refine their products and services as well as position themselves proactively.



# B2C Campaign raises awareness under the motto: “zahl einfach mobil”

- For B2C communication the project launched a logo „zahl einfach mobil“ (free translation: just pay mobile) including link to website to generate traffic.
- The logo and key visual are used in all B2C advertising materials to create a high value of brand recognition.
- Further POS communication is developed under recognition of POS requirements of the respective partner.
- **On top**: One time monetary incentive for new wallet users in the amount of **10 € cash back** after first purchase at partner shops.
- Accompanying **special promotions** complete the communication activities.



# Impressions Point of Sale Kaiser's and real,-





# Summary: NFC City Berlin creates added value for all participants of the project

## NFC City Berlin...

- is a **lighthouse project** for the application of mobile phones for payments.
- generates a strong **market impulse** which other players will follow.
- guarantees success as all parties pursue **one goal**.
- constitutes a first step towards a **mobile communication** at the point of sale.
- creates wide **acceptance** for the defined and future usage scenarios.
- can successively be extended by further fields of application such as couponing.





## **KONTAKT:**

**TOMÁŠ MARTOCH  
GS1 ECR COORDINATOR**



**"WORKING TOGETHER TO CREATE SUSTAINABLE VALUE FOR CONSUMERS  
/ BETTER, FASTER AND AT LESS COSTS"**

**CZECH&SLOVAK ECR INITIATIVE  
NA PANKRÁCI 30 - 140 00 PRAHA 4**

**TEL: +420 227 031 163**

**FAX: +420 234 633 147**

**GSM:+420 737 235 507**

**E-MAIL: [ECR@GS1CZ.ORG](mailto:ECR@GS1CZ.ORG) INTERNET: [WWW.ECR.CZ](http://WWW.ECR.CZ)**

**[WWW.ECR-ALL.ORG](http://WWW.ECR-ALL.ORG)**

**[WWW.ECR-EUROPE.ORG](http://WWW.ECR-EUROPE.ORG)**



# MOBILNÍ KUPÓNY X PROMOCE

# What is the standard?

- **Process standard** for digital coupon management
- **Identification standard** for digital coupon management
- **Standard data model** to support the B2B and B2C communication in the digital management process

