

MILLER ZELL

# EXPLORING RETAIL TECHNOLOGY

A LOOK AT  
WHAT TECH IS  
SHAPING RETAIL



A purposeful integration of retail technology into branded environments is a fundamental part of Miller Zell's mission for our clients. When strategically conceived and executed, retail technology enhances the customer journey, increases efficiency, builds brand affinity, allows for personalization and empowers associates.

Retail technology includes systems that are already adopted, but are evolving and emerging technologies whose full implementation is on the horizon.

**ADOPTED & EVOLVING SYSTEMS INCLUDE:**

- Point-of-sale systems (POS)
- Inventory management systems
- Customer relationship management (CRM)
- Marketing automation
- Ecommerce platforms

**EMERGING TECHNOLOGIES INCLUDE:**

- Artificial intelligence
- Augmented reality
- Internet of Things (IoT)
- Metaverse





# POINT-OF-SALE SYSTEMS

Technology that diversifies point-of-sale (POS) systems provides new capabilities for retailers – both online and in-store – offering convenience for customers and valuable data for retailers.

## **TYPES OF POS TECHNOLOGY INCLUDE:**

- *Untethered & Mobile POS systems:* Handheld devices can take orders in-store, curbside or at off-site locations and sync with your main store.
- *Omnichannel POS:* These allow customers to start a basket online and complete their order in-store and vice versa (Square POS & Shopify POS).
- *Digital/mobile wallet payments:* Examples include Apple Pay, Google Wallet, Venmo, PayPal, CashApp, etc.
- *Scan & Go/saved payment source:* Customers connect an app to a saved payment source, enabling them to seamlessly grab and go with no interaction.
- *Alternative payment methods:* These include “Buy Now, Pickup Later” (BNPL) & Installment options.
- *Delivery personalization:* POS data collection during delivery interactions – at home or in-person – helps optimize the shopping experience for repeat customers and loyalty programs.

Miller Zell integrates these systems into store design to reduce shopping friction, upgrade associate-customer interaction and provide valuable data.



# INVENTORY MANAGEMENT SYSTEMS

Using automated tools to manage inventory helps reduce shrink, makes it easier for customers and employees to find what they are looking for and can assist employees keeping products on the shelves via reporting and notifications.

These systems can be powered by an app, digital shelves and camera technology that can send real-time alerts to store associates to pull inventory from overstock locations and replenish the shelves. There also are location-based RFID or QR code systems that identify specific locations where those products are overstocked and give notifications when there's an opportunity to restock.

Many retailers are embracing AI inventory predictive systems that use unstructured data to recognize patterns and interdependencies to predict consumer behavior.



# CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Miller Zell's focus on CRM is based on its fostering of better customer experiences and connections with client brands, leading to increased loyalty and retention.

## THESE TOOLS INCLUDE:

- *Artificial intelligence (AI):* AI and machine learning can be used to store, read and analyze customer data in one location. This data provides information that can power personalized messaging, product recommendations, reduce cycle time to next purchase, incentivize loyalty and decrease cart abandonment.
- *Chat & email bots, Internet of Things (IoT):* Utilizing Chatbots to engage customers and resolve challenges during the purchase process reduces labor cost and increases customer satisfaction.
- *Conversational/Voice platforms:* Tapping into the data that is collected by voice search assistants such as Siri, Alexa and Google Voice.
- *Social Media CRM integration:* A social media strategy can use data captured by your CRM to optimize the shopping experience for your customers across social platforms.
- *Business process automation:* CRM systems can seamlessly connect various business interactions and processes without associate intervention ensuring sales, customer and inventory data are properly routed and organized.

# MARKETING AUTOMATION

Marketing automation technology represents a step forward in CRM, one that optimizes marketing campaigns across all your channels, targeting customers with personalized messages from email, web, app, text and social.

## Key innovations with marketing automation include:

- *Zero-party data collection:* Data that a customer intentionally provides to brands to improve personalization.
- *Video:* The medium of choice for most customers, whether it reaches them through livestreams of product drops or demonstrations or YouTube.
- *Social media influencers:* Attract eyeballs often through targeted marketing.
- *Behavioral Analytics:* Provide data and insight into the behavior of consumers not only in stores and on ecommerce platforms but also with online games, web and mobile applications and IoT use.
- *AI & ML:* Used to optimize segmentation, personalization, customer interaction (chatbots) and content marketing (strategy, content creation & research), providing relevant engagement for your customers.
- *Content development:* Content that inspires consumption and engagement can become a path to purchase on non-traditional platforms, such as the Metaverse, Roblox, TikTok, etc.



# UPGRADED ECOMMERCE PLATFORMS

Ecommerce platforms, your online brand storefronts, are now incorporating AI and machine learning to provide optimized consumer experiences.

These experiences could include livestream shopping, augmented reality and location-based marketing.

These offer added opportunities to target and engage with enhanced and personalized immersive experiences.



# ADVANTAGES OF IMPLEMENTING RETAIL TECHNOLOGY

Today's consumers expect an authentic, connected brand experience, whether they are in-store, online or on the brand's app. When Miller Zell partners with businesses developing their branded environments, we first prioritize listening and diagnosing pain points and then incorporating solutions that include the strategic omnichannel integration of technology.

We believe the advantages of purposefully adopting retail technology are intertwined with a variety of retail goals. Streamlined operations upgrade the customer and associate experience, while data mining helps personalization and targeted marketing, thereby giving customers what they want, when & how they want it.





## Believes Passionately in Innovation

Miller Zell designs, develops and executes branded environments for retailers, banks, colleges and quick-serve restaurants. With true end-to-end services, we deliver strategy and digital solutions, design, design development and production and rollout across hundreds or thousands of locations. Our “no handoffs” approach increases efficiency and reduces complexity to create the ideal customer experience in your space.

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