Bell
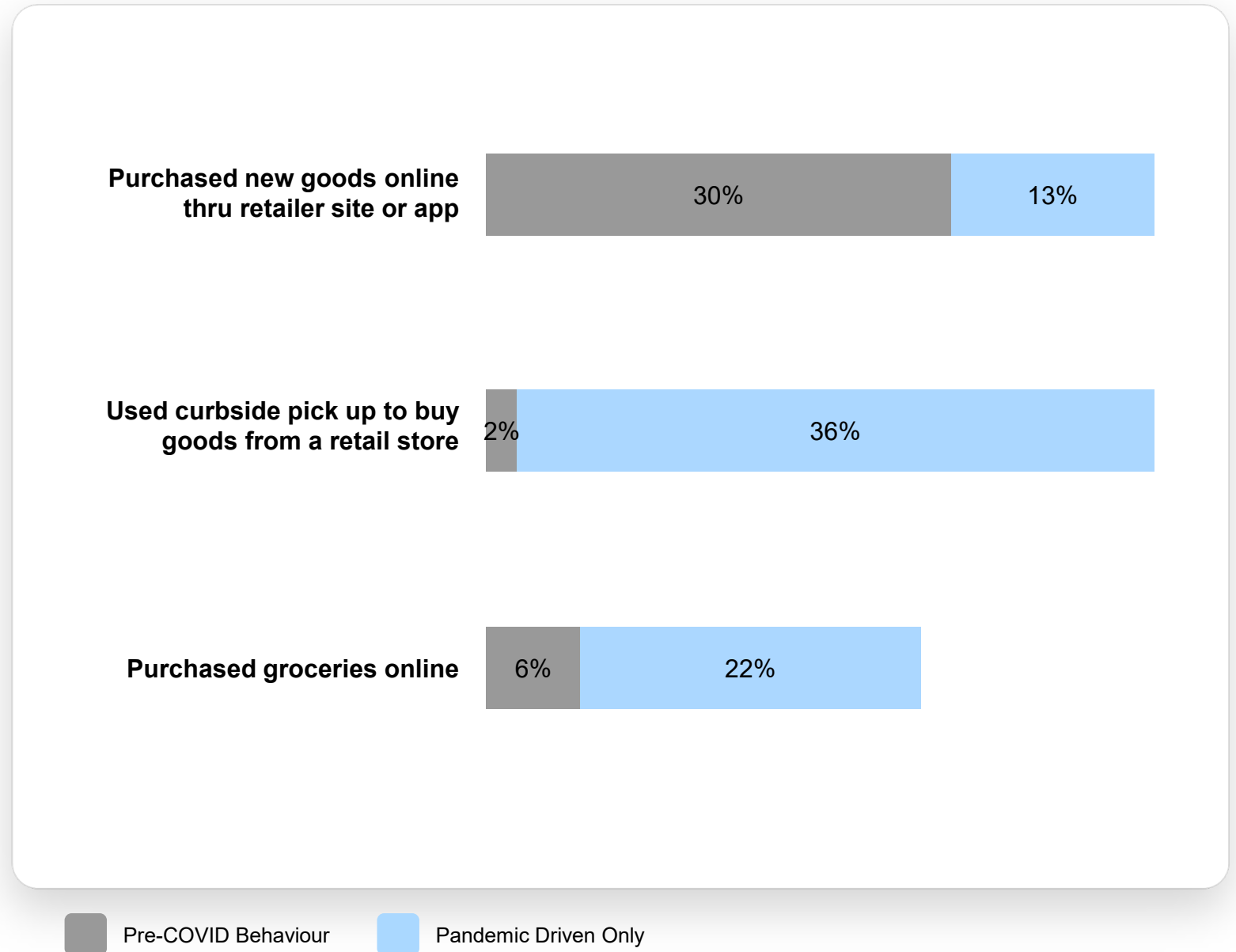
Elevating and personalizing in-store customer experiences

Bell Business Markets

Canadian consumer purchase patterns have evolved

Changing Canadian
retail patterns

Purchased new goods online thru retailer site or app — 30% | 13%

Used curbside pick up to buy goods from a retail store — 2% | 36%

Purchased groceries online — 6% | 22%

Pre-COVID Behaviour Pandemic Driven Only

Source: IDC Canada Consumer Panel, 2021 N=1,875

Bell

It's time for physical stores to redefine themselves.
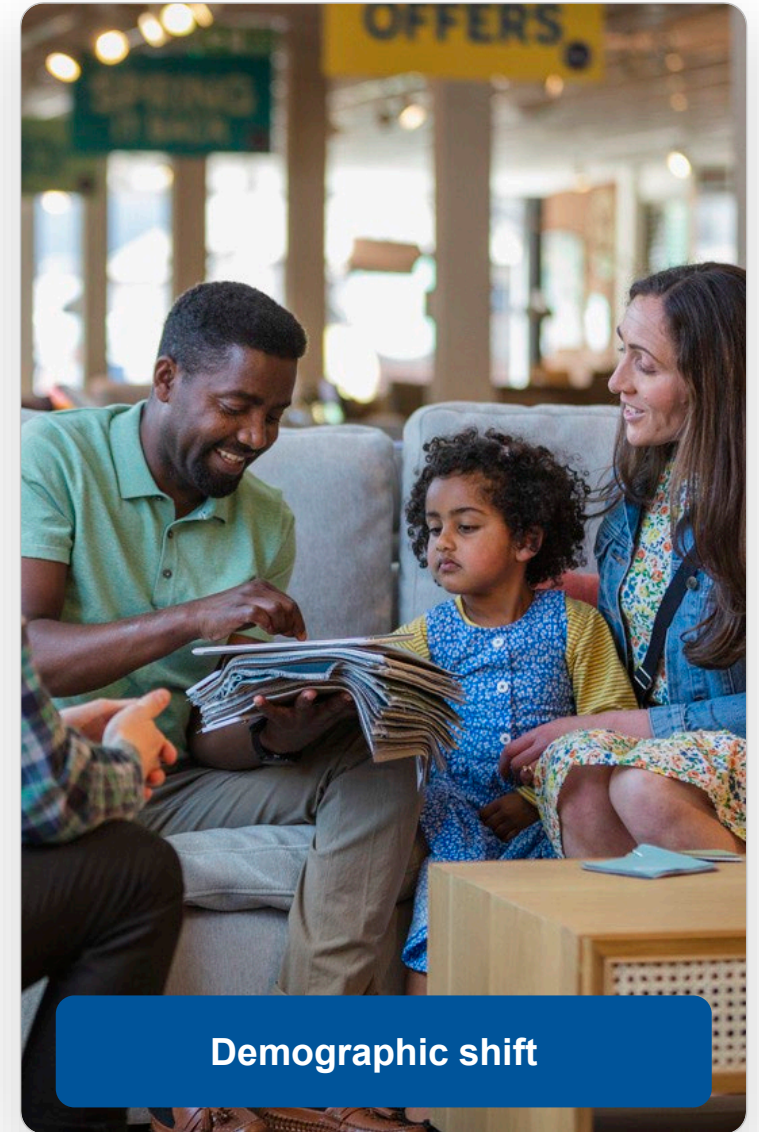
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Labour shortage

Inventory shortage

Demographic shift

Bell

" Canadian consumers say stores feel busier and they frequently stand in long lineups – Greater use of automation and other technologies can be an effective response to this challenge."

PWC, Mar 2023

Bell

Rise of "phygital" retailer

Phygital retail is evolving: customers want the digital experience in the physical world.

Bell

" Shoppers are still spending—albeit with greater price sensitivity and a desire for enhanced digital and in-person retail experience."

PWC, Mar 2023

Bell

Bell Smart Retail uses IoT, AI and advanced analytics to help you understand how your customers behave and identify strategies to improve the experience of every shopper who walks through your doors.

**Better understand
your customers**

Enhance the
in-store experience

Boost traffic an
conversion rate

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Better understand your customers

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Optimize staff planning

Respond quickly changing conditions

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Enhance the store experience

Boost traffic and conversion rates

Optimize staff planning

Respond quickly to changing conditions

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onversion rates

Optimize staff
planning

**Respond quickly to
changing
conditions**

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Bell Smart Retail

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How to successfully implement Bell Smart Retail

- Store selection

- Employee training

- Roll out plan

- Develop an insights adoption strategy

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Top tips from Ranjeeta

1. Product-centric to customer-centric

2. Single-channel to an omni-channel experience

3. Data-driven mode of operations

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Top tips from Ivano

1. Know your customer

2. Right product, right place, right price

3. Enable your employees

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What's next for
Bell Smart Retail

Retail intelligence
- Store traffic patterns
- Optimize employee scheduling

Optimize store operations

- Assortment and Inventory planning
- Store layout and planning

Digitize customer experience

- Personalized and contextualized promotions
- No touch self-checkout

" As their in-store shopping habits solidify, Canadian consumers say self-service technologies and helpful staff can further enhance their retail experience."

PWC, Mar 2023

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Visit the Bell booth #404

Scan the QR code to learn more about Bell Smart Retail.