

A EXPERIÊNCIA DIGITAL NO VAREJO FÍSICO

Fernanda M. Schmid



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Marketing

Vendas

Merchandising

Trade Marketing

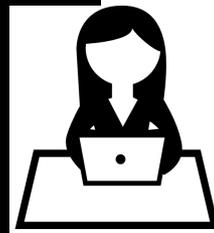
Estratégia

Inovação

Experiência do Usuário

Mentoria

Investidora-Anjo



Yale SCHOOL OF
MANAGEMENT



**O VAREJO FÍSICO
VAI MORRER**

**O VAREJO FÍSICO
VAI MORRER?**

O BOTICÁRIO



OS QUE DEVEMOS
DEBEMOS COM
Frete
GRÁTIS
SEM ACOMPANHANTE

COM ENCOMENDAS
de até 10kg
e até 100cm
de comprimento

NÃO PAGAMOS
FIO DE CORDÃO
NEM TAXAS
DE ENTREGA

PERFUMARIA



Emba

PONTOS DE CONTATO DIGITAIS



PONTOS DE CONTATO FÍSICOS

Fonte: Rezolto

PONTOS DE CONTATO DIGITAIS



PONTOS DE CONTATO FÍSICOS

**Quais são os elementos-chave da
experiência do cliente em uma loja?**

FACHADA



Hong Kong



Shanghai, China



NYC, USA



Beijing, China



Istanbul, Turkey

FACHADA



Berlin, Germany



NYC, USA



London, UK



Amsterdam, NL



Paris, France

FACHADA





ntial

AME NETINE

FREE CHOCOLATE
20 TIMES SQUARE

FORTNITE

FREE CHOCOLATE

tkts

LOADING IS BACK

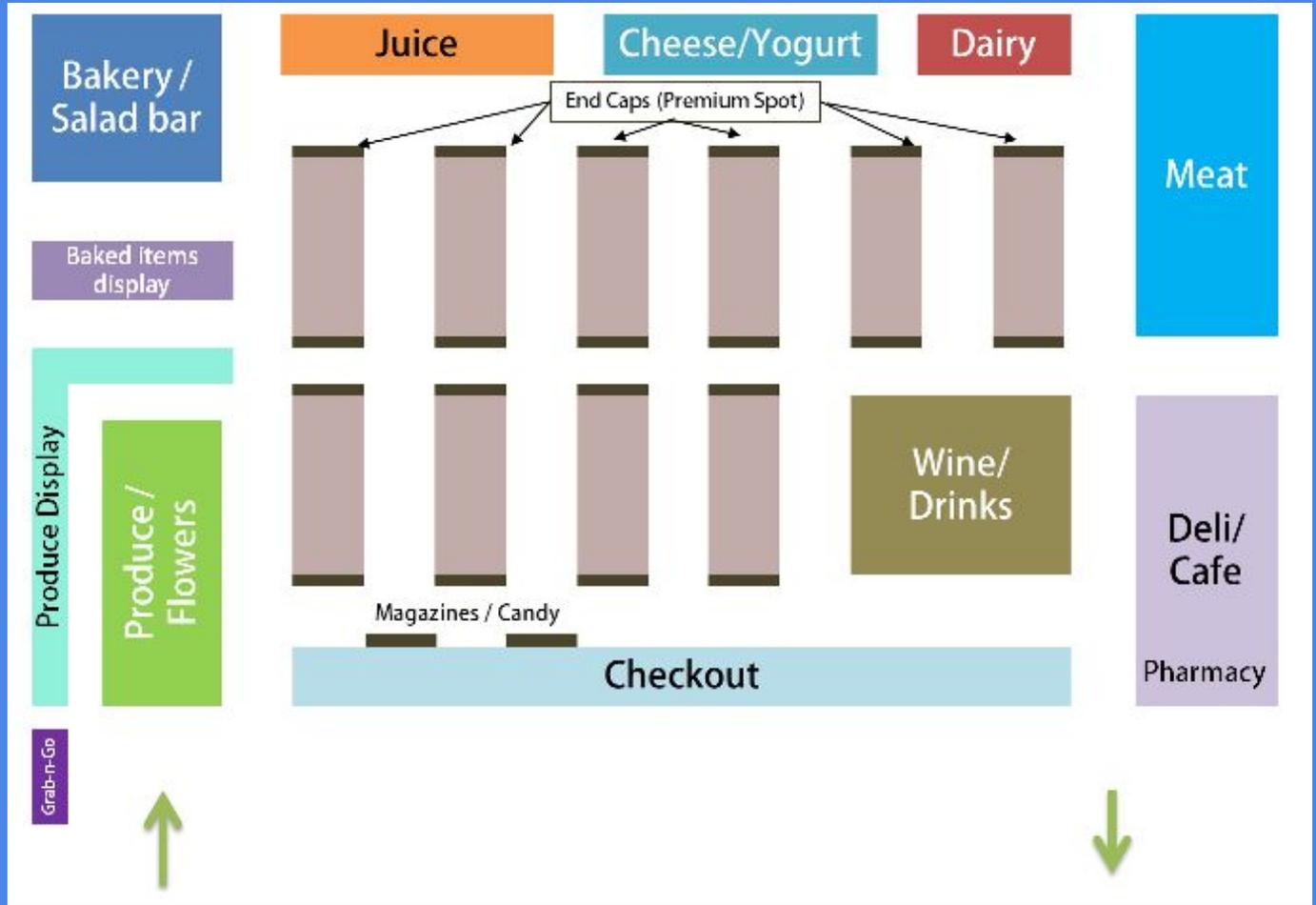
BROADWAY

1568 BROAD

tkts

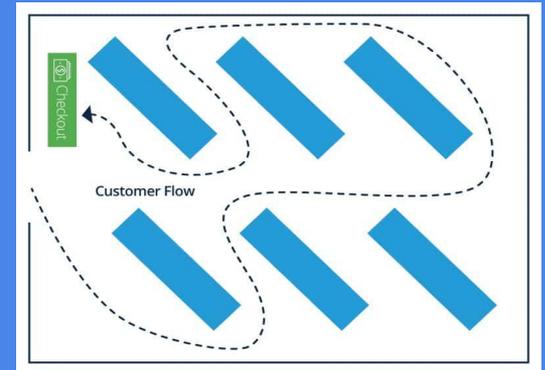
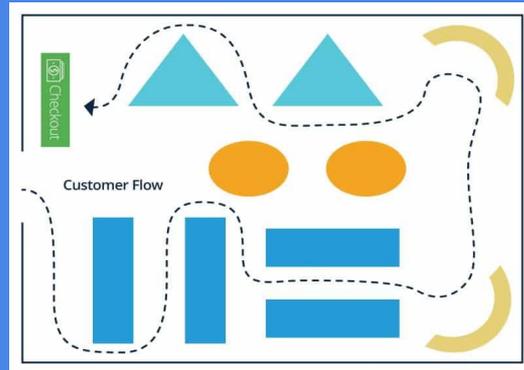
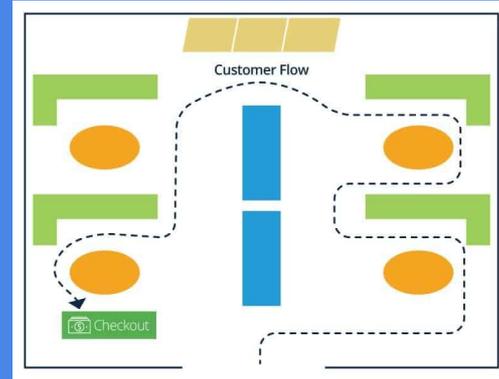
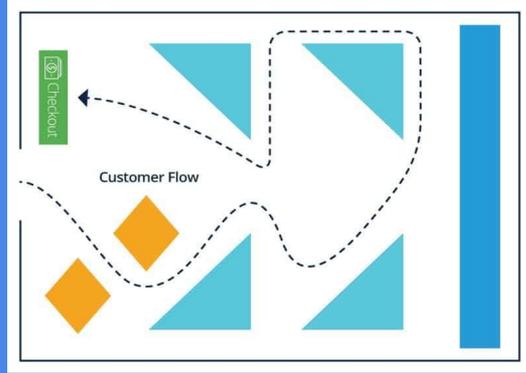


PLANTA





PLANTA

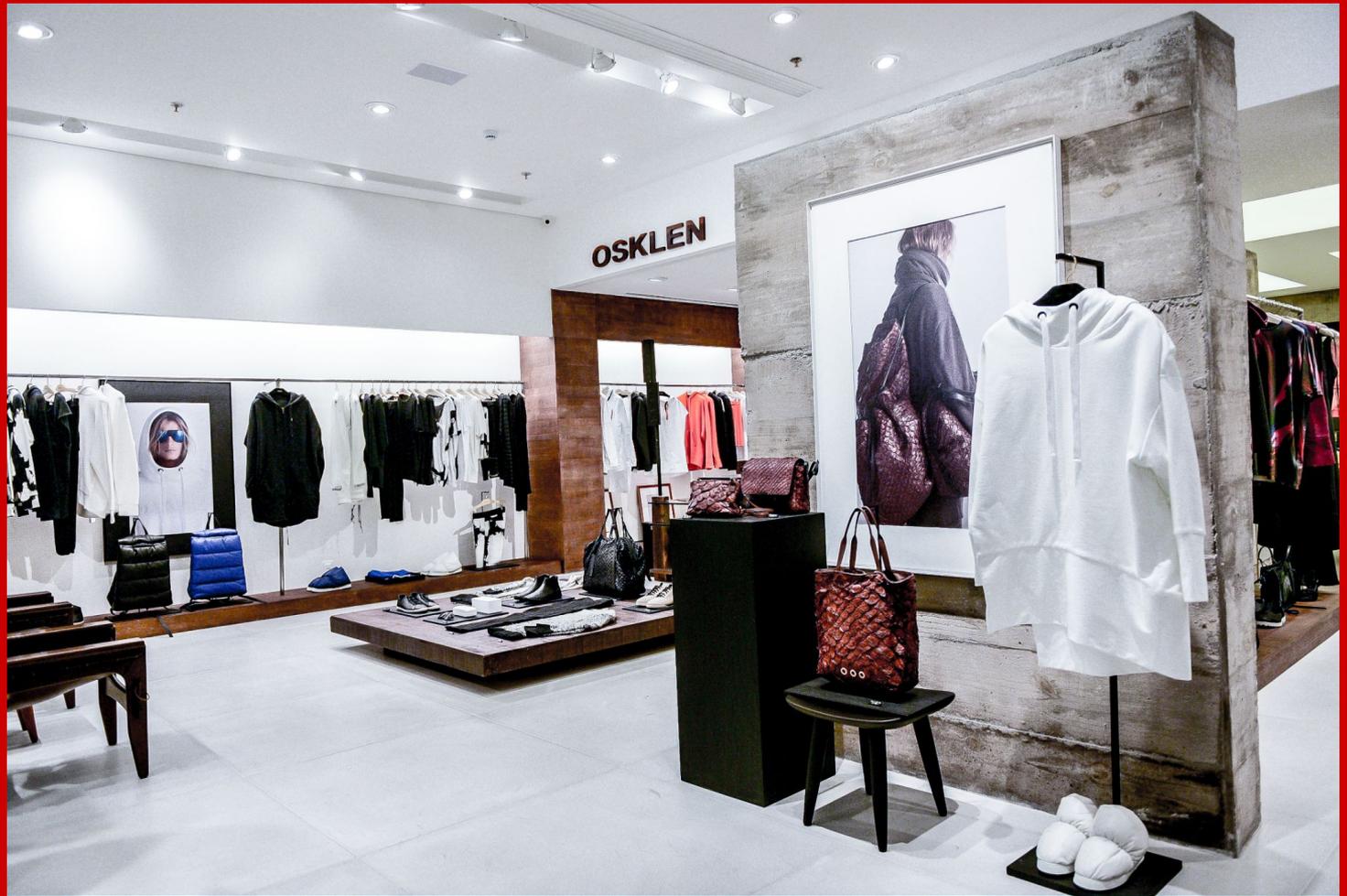


CHEIRO





DISPLAYS & MPDV





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The DUBAI MALL, Dubai, United Ara...



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SEPTEMBER 1



SUSTENTABILIDADE E ECONOMIA CIRCULAR



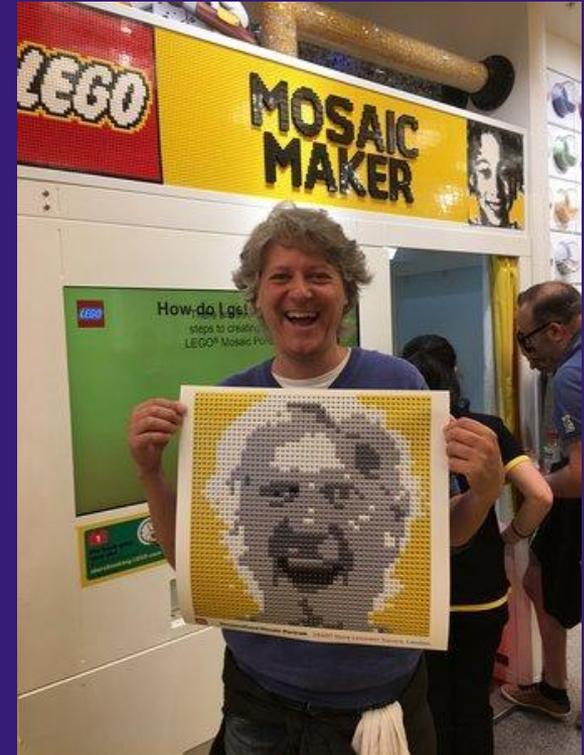


Länge
livslängd med
personlig prägel



149:-

PERSONALIZAÇÃO & EXPERIÊNCIA







shoe bar

ATENDIMENTO

Listen to the customer

Acknowledge the problem/situation

Take action and solve the problem

Thank the customer

Explain what you did



WHERE DEEPBREW DRIVES ELEVATED EXPERIENCES



MOBILE PAY

Leverage rapid A/B
testing to improve
recos



DIGITAL MENU BOARD

Leverage inventory
data



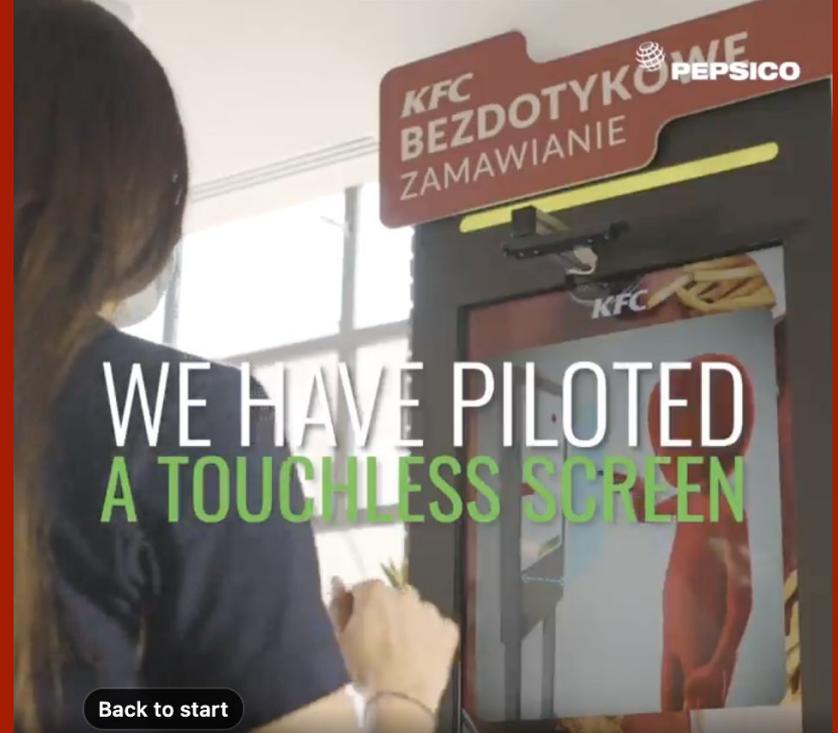
DRIVE THRU

Leverage upsell and cross sell
modifications



VOICE ORDERING

Seamless next generation
order methods







SMARTBREAK



QR Code

Escaneie e compre pelo aplicativo



Promoções

Fique por dentro das promoções



Wallet

Coloque dinheiro na sua carteira digital

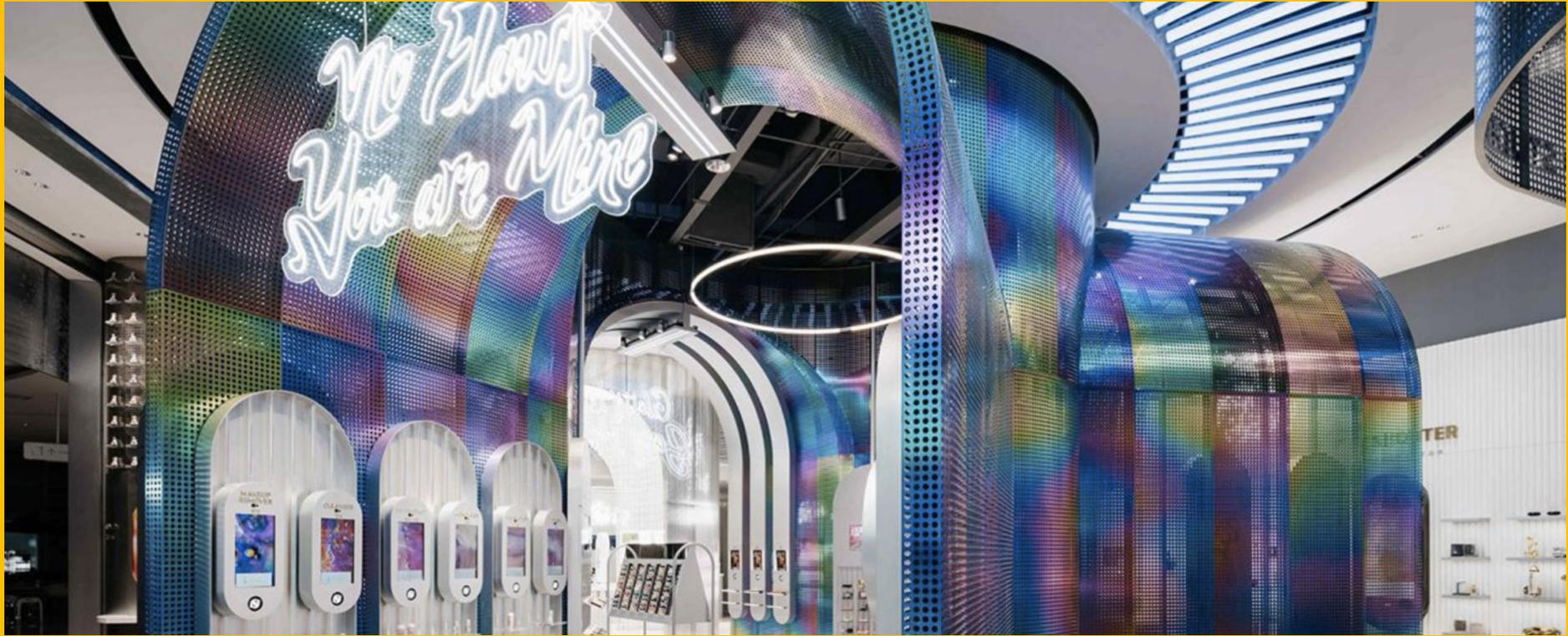


Receba e Envie

Transfira dinheiro entre pessoas

SOCIAL MEDIA





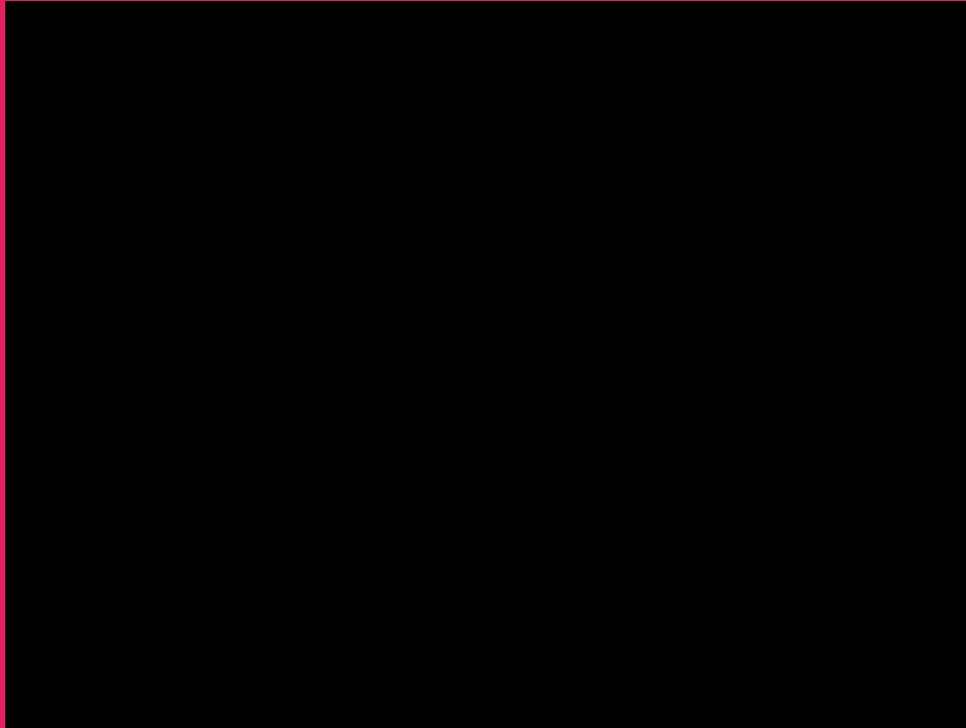
WEBROOMING

— VS —

SHOWROOMING



SHOWROOMING



SHOWROOMING

THIS PAIR IS SO PERFECT, I
CAN'T WAIT TO BUY THEM
CHEAPER ONLINE SOMEWHERE.
WHAT'S YOUR WIFI PASSWORD?



TOM
FISH
BURNÉ

©marketoonist.com

**Physical store
as a DOORWAY
to the WEBSITE.**

**Physical store
as a DOORWAY
to the BRAND.**

TECNOLOGIAS

contactless
payment

self
checkouts

cloud
data

AI

robotics

computer
vision

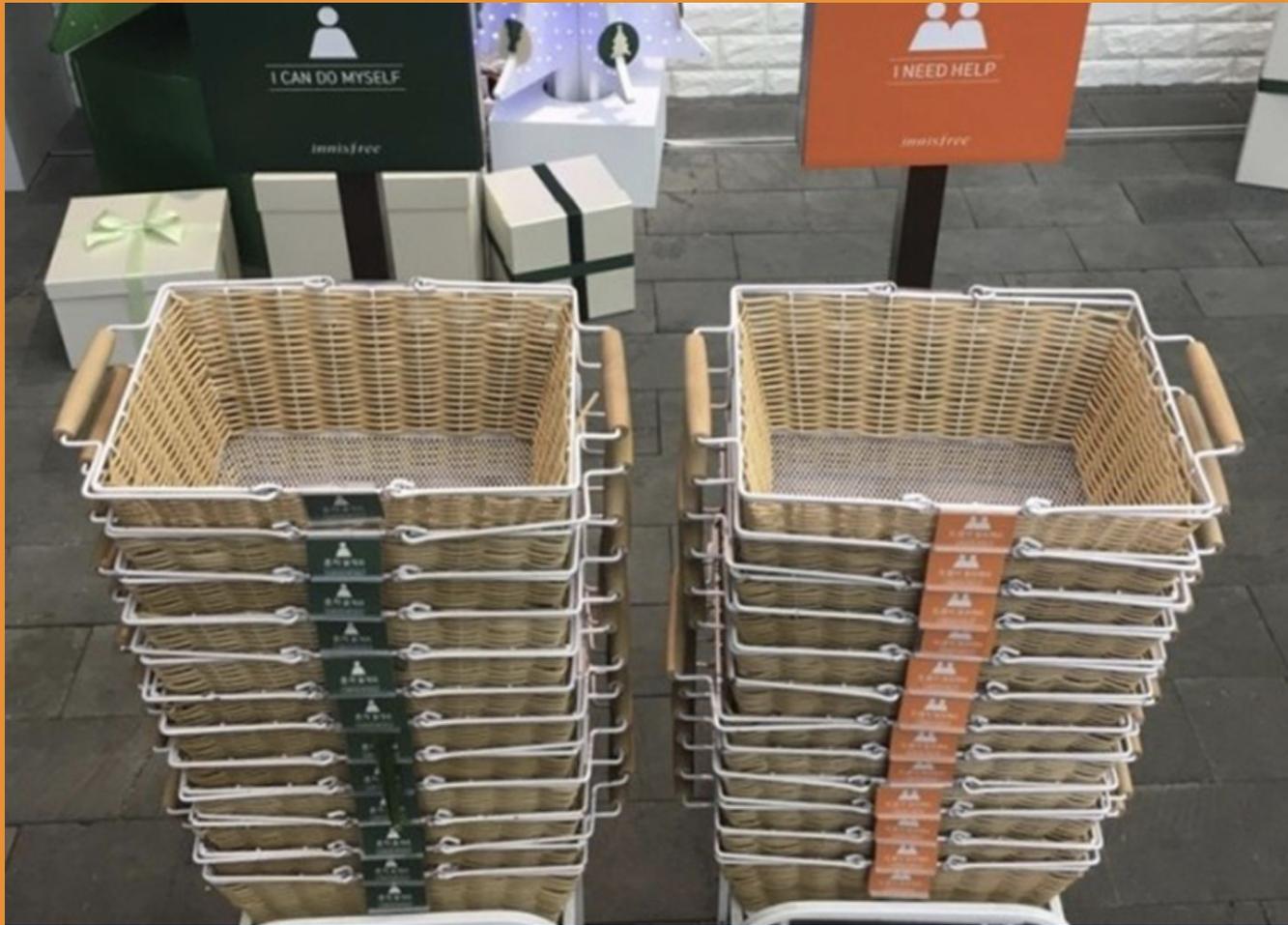
face recognition

machine
learning

bitcoins

5G







ja



nein



vielleicht





CONSUMIDOR

EMPRESA

A ERA DO PRODUTO

PREÇO E QUALIDADE

PRODUÇÃO E
DISTRIBUIÇÃO



A ERA DA DEMANDA

REALIZAR OS SONHOS
DE MARCA

GERAR DEMANDA &
MARKET SHARE



A ERA DA EXPERIÊNCIA

SERVIÇO E EXPERIÊNCIA

SATISFAÇÃO E
RETENÇÃO



A ERA DO USUÁRIO

EU NO CENTRO

DEFENSORES DA SUA
MARCA



Obrigada! :)



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