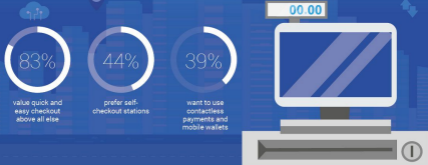


Components of a Healthy Retail Ecosystem

Point of Sale

Win customers or drive them away. That's what is at stake at the point of sale and specifically in the checkout process. Antiquated payment methods, delays, or long lines threaten to ruin the shopping experience entirely for your customers.

The point of sale is the oxygen in your retail ecosystem, giving life to your omnichannel strategy.



Mobile POS

Giving your store associates mobile POS enabled devices is transformative. Last year only about half of consumers looked for an employee with mobile technology to assist them. This year that number skyrocketed to **84%**

Make mobile POS an intrinsic function of your retail ecosystem to enhance the customer experience.



Services Consumers Want from Store Associates Using Mobile POS Devices.



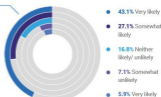
Digital Passes

Retailers have more ways than ever to connect with shoppers. Spurring a sale is just a matter of a timely and well-placed ad especially since we are no longer constrained to the limitations of print and television ads. Social media ads, phone apps, and email marketing are now effective and welcomed ways to connect with consumers. When you get the attention of your customers, be able to deliver digitally.

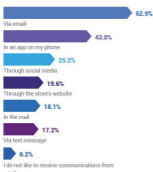
Digital passes provide the connection between customers and your retail ecosystem.



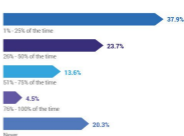
How Likely Consumers Are to Make a Purchase When they Receive Digital Passes When In-Store or Nearby



How Consumers Like to Receive Communications from Retailers



How Often Consumers Make Purchases Because of Online or Social Media Ads

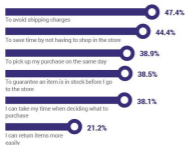


eCommerce

The way consumers online shop is morphing along with the rest of retail. With more retailers offering the option to pick up online purchases in-store, consumers are enthusiastically embracing this modus operandi. This year there was a **62%** increase in click and collect/BOPIS usage.

In your retail ecosystem, eCommerce is the energy source that can drive sales and in-store traffic.

Reasons Global Consumers Click and Collect/Buy Online-Pickup In Store (BOPIS)

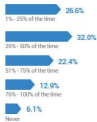


Loyalty

Offering your customers the ability to join a loyalty scheme is the single best investment you can make in your retail business. It is a major deciding factor for consumers and this year's survey showed a **10%** increase in loyalty programme participation over last year.

Loyalty and rewards are an important component of a thriving retail ecosystem.

How Often Consumers Shop with a Retailer Because They Earn Loyalty Rewards or Points



According to 83.3% of global consumers, the most common motivation for shopping with retailers that have loyalty programs is to earn discounts and free items (up from 65.6% last year). But earning rewards isn't the only reason consumers may enroll in loyalty rewards programs:



Our survey also found that the majority of global consumers prefer to manage their loyalty programs themselves:



Using iVend Retail Solutions Contributes to the Overall Retail Health of Your Ecosystem.



About iVend Retail

iVend Retail by Citixsys is a global provider of integrated omnichannel solutions for retail and hospitality chains. Our software solutions integrate vital systems to produce a flawless ecosystem where data flows instantly and freely, with minimal IT investment. Designed to provide exceptional customer experiences throughout the entire shopper and dining journey, iVend Retail solutions for point of sale, loyalty, eCommerce, digital passes, analytics and mobility will increase revenue, improve customer retention, and bring in new business, all while lowering your operating costs. Our suite of solutions is available through a worldwide distribution network of certified partners.

For more information about iVend Retail, www.ivend.com or email us at contact@citixsys.com.