

Social and Mobile Strategies in Retail Market 2017 - Current and Future Plans

PUNE, MAHARASHTRA, INDIA, January 11, 2018 /EINPresswire.com/ --

SUMMARY

WiseGuyReports published new report, titled "Social and Mobile Strategies in Retail"□

"Social and Mobile Strategies in Retail: Technologies and Usage Cases", report discusses various social media and mobile technologies, as well as usage cases, and provides advice for ICT

vendors and retailers. Retailers' different social and mobile strategies are discussed, and the related challenges and opportunities evaluated.

Retailers are increasingly interacting with customers through social networks and mobile devices in order to provide a superior experience and collect valuable data. Choosing the right platforms, systems and apps can be challenging, and may depend on shoppers' preferences, systems integration and data collection capabilities.

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Scope

- Retailers need to set clear goals for social and mobile strategies instead of jumping on the bandwagon.
- These may include increasing customer loyalty, promoting certain products or changing brand perception. Vendors' security capabilities are crucial since major breaches can ruin retailers' reputations.
- While some solutions feature sufficient built-in security, others require integration with standalone security packages.
- The need for mobile hardware and apps varies as not every retailer benefits in the same way



from in-store tablets, smart shopping carts, kiosks, and advisor tools.

- These need to fit the overall business and marketing strategy and have to be relevant to the core customer base.

Key points to buy

- Gain a deeper insight into retailers' social and mobile strategies.
- Understand how retailers' IT environments require specific security measures considering data flows, IoT devices and store setups.
- Useful advice is provided for ICT vendors as well.

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