

# WHAT DOES THE OMNICHANNEL SHOPPER EXPECT?

**Latest Trend**  
Shopping on the move

**58%**

Global retailers have transaction capabilities on mobile devices

**40%**

use mobile devices often to plan their purchases (up from 11% last year)

**27%**

plan to spend more this year on mobile retail purchases

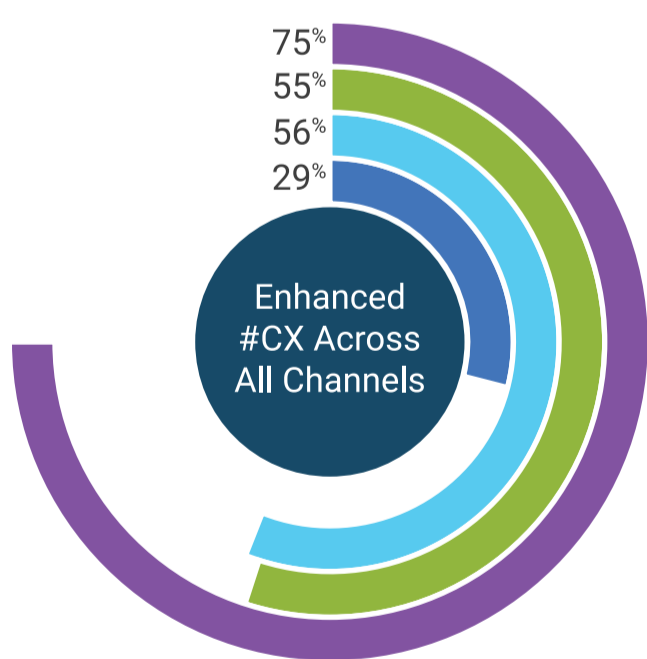
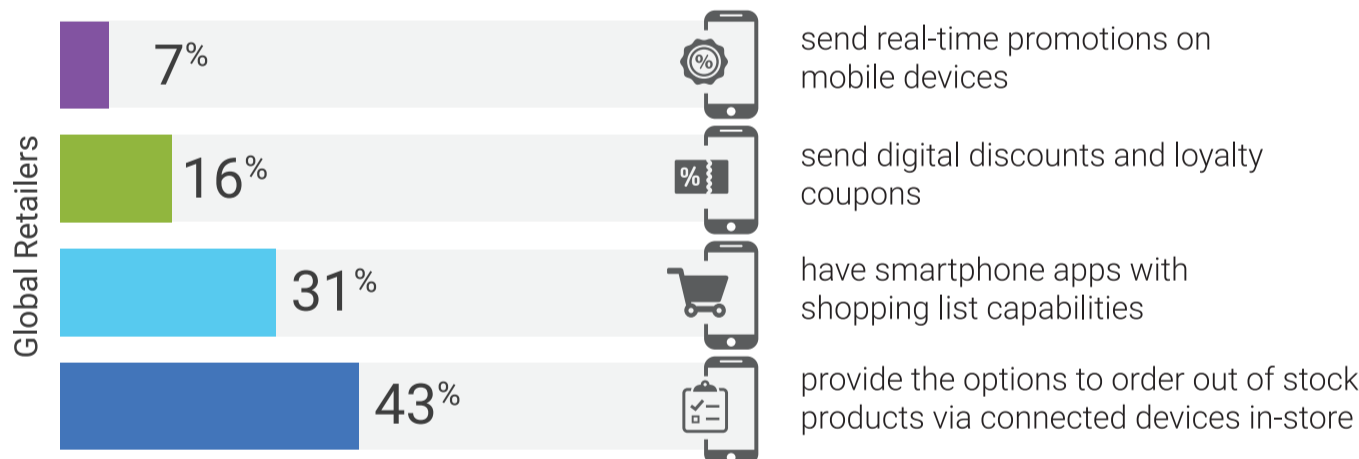
**48%**

find it totally convenient to purchase goods via smartphones

Shoppers are turning to their **smartphones** for higher retail convenience



Global Retailers now provide more services **via mobile devices**



Shoppers **expect**

- Product prices to be automatically adjusted with discounts & loyalty points
- Mobile optimized websites
- Discounts & offers sent to customer based on the items they search
- Store associates to know their online shopping basket/wishlist

Use the power of omnichannel to deliver **Seamless Shopping Experiences Across All Retail Channels**



**iVend POS**  
Transform the Point of Sale into a Point of Service



**iVend Mobile POS**  
Transport your in-store environment via any Android or iOS device



**iVend eCommerce**  
Start selling online in no time with a customized web-store



**iVend Loyalty**  
Build a loyalty program that keeps your customers coming back



**iVend Reporting & Analytics**  
Gain actionable insights into your business performance



**iVend Passes**  
Send digital coupons, offers and loyalty cards to any smartphone user