



FILL THE GAPS

A Store Designed Just For You

draw	digital	associates	barriers	stylist
grabbing	confirmation	scents	customized	analytics

Kelsey Robinson: I think in 2030, shopping will feel incredibly personalized. It'll feel like the sales _____ in that store know me as well as a close friend or maybe as well as a personal _____.

Sajal Kohli: As soon as I go in, they'll know exactly when I was there last and, therefore, what my replenishment needs would be. And all [the store] will do is a _____ of, "Here's what must be out at home. Should we just reorder it for you?" But that's not the main reason I would go to the store, because I could do that off my mobile device, right? The reason I would go in is because they would actually _____ me in by saying, "New products, new brands, just for you, _____, personalized. Come have a look."

Eric Hazan: If you don't invest in _____, if you don't invest in personalization, the _____ to entry that others will build will be too high.

Praveen Adhi: There are companies out there that are personalizing the sounds you hear in the store and the _____ that you smell. They're personalizing what the associates know about you to help you find the right product more quickly. You're going to see _____ mannequins that quickly change what they're wearing based on who you are and what you might be holding in your hand. You'll see a lot more in-store experiences to help you engage with the product, touch and feel it, and get to know it. But when you go to buy the product, you might not just be _____ it off the floor and walking out the door like you do today. It might be coming out of the back room, it might meet you in your car, or it might meet you at home.

Source: www.mckinsey.com

<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/omnichannel-shopping-in-2030>

Teacher's Key

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