

# CONSUMER EXPECTATIONS

## TRANSFORM THE INDUSTRY

INSIGHTS FROM RETAIL SYSTEMS RESEARCH & SPS COMMERCE

OUR FOURTH-ANNUAL BENCHMARK SURVEY HIGHLIGHTS TRENDS AND PROVIDES A SNAPSHOT OF WHAT RETAILERS, DISTRIBUTORS, SUPPLIERS AND LOGISTICS PROVIDERS HAVE PLANNED FOR 2016.

**HERE ARE JUST A FEW OF THE KEY FINDINGS FROM THIS YEAR'S REPORT.**

## THE INDUSTRY IS IN TRANSITION

THE CONSUMER DRIVES ALL OPPORTUNITIES. RETAILERS ARE FIRST TO RESPOND, FOLLOWED BY THE REST OF THE RETAIL ECOSYSTEM.

### TOP 3 PRIORITIES FOR 2016

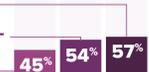
#### RETAILERS

1. GROW E-COMMERCE SALES
2. ENHANCE STORE EXPERIENCES
3. STREAMLINE FULFILLMENT



#### DISTRIBUTORS

1. STREAMLINE FULFILLMENT
2. GROW E-COMMERCE SALES
3. EXPAND PRIVATE LABEL



#### SUPPLIERS

1. DRIVE STORE TRAFFIC
2. DELIVER A BROADER ASSORTMENT
3. PROVIDE DETAILED ITEM INFORMATION



#### LOGISTICS PROVIDERS

1. INCREASE FULFILLMENT SPEED
2. ENHANCE STORE EXPERIENCES
3. EXPAND GLOBAL CAPABILITIES



FOR THE FIRST TIME EVER, **E-COMMERCE** OUTRANKS STORES IN PRIORITY FOR RETAILERS.

## PRIMARY FOCUS

#### RETAILERS

Digital Channels

Omnichannel Integration

#### REST OF ECOSYSTEM

Fulfillment

Fulfillment

Fulfillment

MEANWHILE, OMNICHANNEL PROGRESS IS SLOW BUT **GAINING EXECUTIVE ATTENTION.**

## DIFFERENT YEAR, SAME SELF-RATING.

#### RETAILERS AND SUPPLIERS

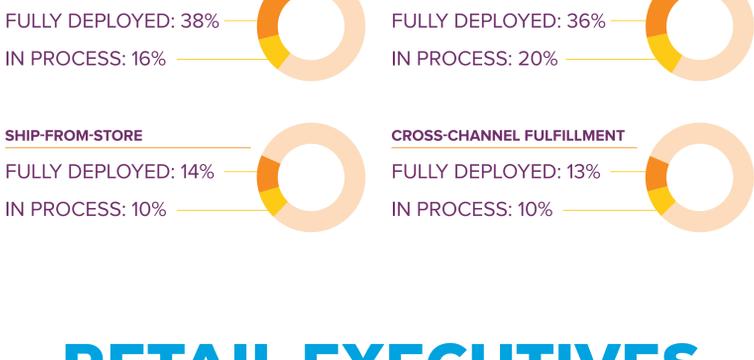
How would you describe your current omnichannel strategy?



## RETAILERS ARE PULLING AWAY IN THE RACE TOWARD OMNICHANNEL INTEGRATION.



## OMNICHANNEL OPERATIONS AREN'T ENTIRELY READY FOR THE CONSUMER.



## RETAIL EXECUTIVES ARE LOSING PATIENCE.

**52%**

OF RETAILERS HAVE A MANDATE TO EXPEDITE THEIR OMNICHANNEL STRATEGY



**25%**

OF SUPPLIERS AND DISTRIBUTORS HAVE A SIMILAR MANDATE

## LEGACY SYSTEMS CONTINUE TO HINDER PROGRESS FOR EVERYONE.

Top 4 hurdles to omnichannel integration



#1 LEGACY SYSTEMS



#2 OTHER PRIORITIES



#3 RESISTANCE TO CHANGE



#4 BUDGET ISSUES

## WHAT DOES IT ALL MEAN?

WHAT THE INDUSTRY IS PREDICTING FOR 2016.

**60 PERCENT**  
of retailers expect an increase in orders fulfilled from stores.

**TWO OUT OF THREE**  
retailers foresee major e-commerce technology investments.

**GROWING NEED FOR SPEED**  
Logistics providers see faster fulfillment as their top challenge to solve for retailers.

## TOP 3 WAYS

RETAILERS SAY VENDORS COULD BE BETTER PARTNERS NEXT YEAR

#### NO. 1

Offer more and better item attributes.

#### NO. 2

Expand visibility into available inventory.

#### NO. 3

Provide drop-ship fulfillment details.

THE SITUATION IS COMPLEX. BUT LEADERS ARE EMERGING AND CAPTURING CONSUMERS' **ATTENTION & LOYALTY.**

READ THE BENCHMARK REPORT **RETAIL INSIGHT: CONSUMER EXPECTATIONS TRANSFORM THE INDUSTRY**

Learn more about what the retail industry expects in 2016 from the benchmark survey published annually by Retail Systems Research in cooperation with SPS Commerce.

[DOWNLOAD NOW](#)



SPS COMMERCE

INFINITE RETAIL POWER™

SPS Commerce sharpens digital retail strategies, allowing businesses to advance at the pace of the consumer through a collaborative retail network and the latest in cloud-based solutions.

