

Embracing the Connected Consumer

Rapidly increasing smart device penetration has laid the foundation for a global, connected commerce ecosystem.

UK CONSUMERS



1.3
mobile lines
for every person



63.9m
mobile phones
in use
87% are smartphones



45.9m
active mobile
app users
50.4m by 2020

Connectivity has become the foundation of human interaction, with the smartphone serving as the primary vehicle.



71%
say mobile devices help them stay up to date on the latest news.



60%
say mobile devices are an important part of their social life.



40%
use smartphones to compare prices / find reviews while shopping at a retail store.

MOBILE IS EMPOWERING SHOPPERS WHILE IN THE UK



Customers decide what, where and how they want it.

64%

visit a merchant / brand's mobile website on their smartphone.

36%

are using order ahead via their smartphone for pick up at a restaurant.

32%

shop on their mobile phone.

30%

share something about a recent purchase experience on social media (e.g., prices, crowds).

MOBILE COMMERCE INTEREST AMONG UK SHOPPERS IS HIGH



61% are interested in making mobile payments at the point of sale.



72% are interested in using mobile coupons.



51% of UK merchants say customer demand / use of mobile wallets increased last year.

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THE UK CONSUMER DESIRES A CONNECTED SHOPPING EXPERIENCE

Price and products are no longer enough.



59%

would like more merchants to leverage mobile loyalty programs.

Fewer than 1 in 4 UK merchants currently offer a mobile loyalty program, though 48% are planning or considering implementing.



60%

would like to receive more offers on products and services via their mobile phone.



61%

would like more merchants to introduce apps that help avoid queuing at the cash register.

BUSINESSES NEED TO REACH CONSUMERS THROUGH CONNECTED EXPERIENCES



18%
Fitness Band



14%
Smart Watch



8%
Amazon Echo



6%
Virtual Reality Headset



3%
Connected Appliance

The most successful, experiences today are oriented around three fundamental consumer needs:

SIMPLICITY

“I want it to be easy and intuitive.”

CONTEXT

“I want it to be relevant and personalized.”

IMMEDIACY

“I want it on-demand at the time and place of my choosing.”