

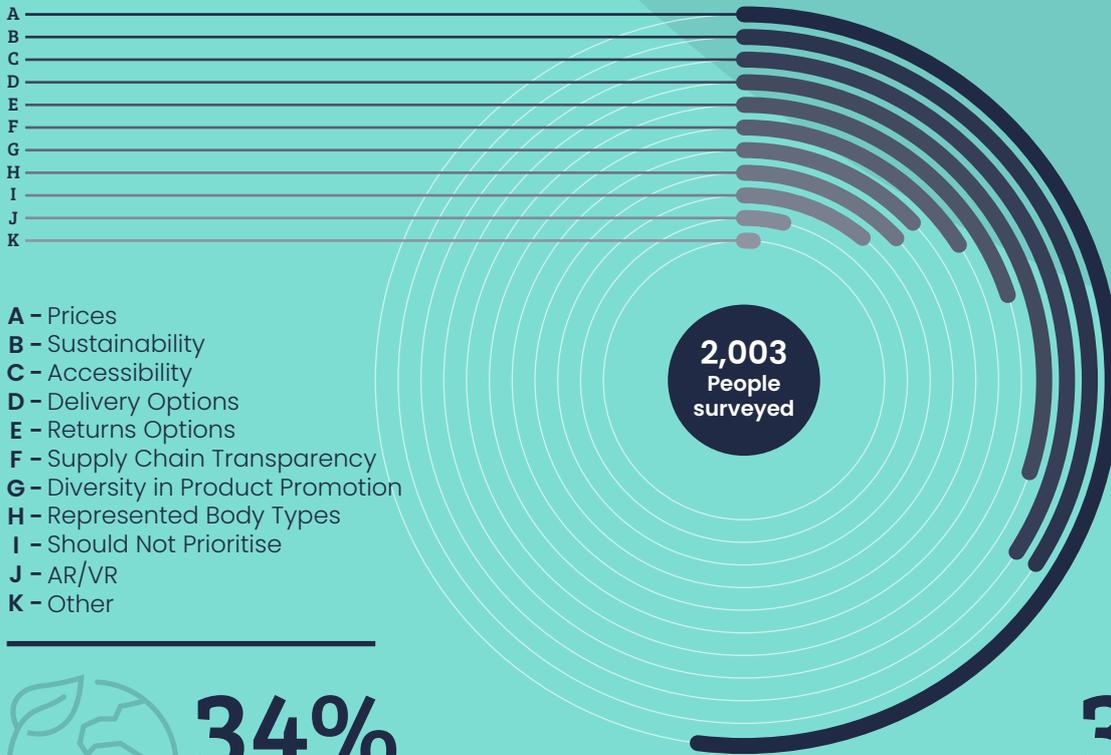


Operational excellence that gives your store a competitive advantage.

Focus

Q Keeping up with consumers: What do retailers need to prioritise?

A Price is always going to be important. What may surprise some is that customers want to see sustainability and accessibility made a priority too.



34%

say sustainability should be a top priority



34%

want online shopping to be accessible for all

How is your business tackling sustainability?

What you focus on effects how your customers see your brand and whether they feel comfortable purchasing from you.

- Innovative Packaging Solutions
- Global Ecological Balance
- Delivery & Returns Options
- Reducing Carbon Footprint
- Brand Values & Ethos
- Sustainable Materials

How can businesses improve website accessibility?

One of the effects of making your website accessible is that you end up making the site easier to use for everyone.

- Use good colour contrast for text
- Use headers to structure content
- Design forms for accessibility
- Avoid automatic media & navigation
- Use descriptive link text
- Use alternative text for images



Talkin' 'bout your generation...

Accessibility



(16-24)
Gen Z



(25-39)
Millennials



(40-54)
Gen X



(55-74)
Boomers

As digital natives, Gen Z and Millennials have been part of the digital revolution that has shaped the way we shop.

Boomers have had far less exposure to digital experiences.



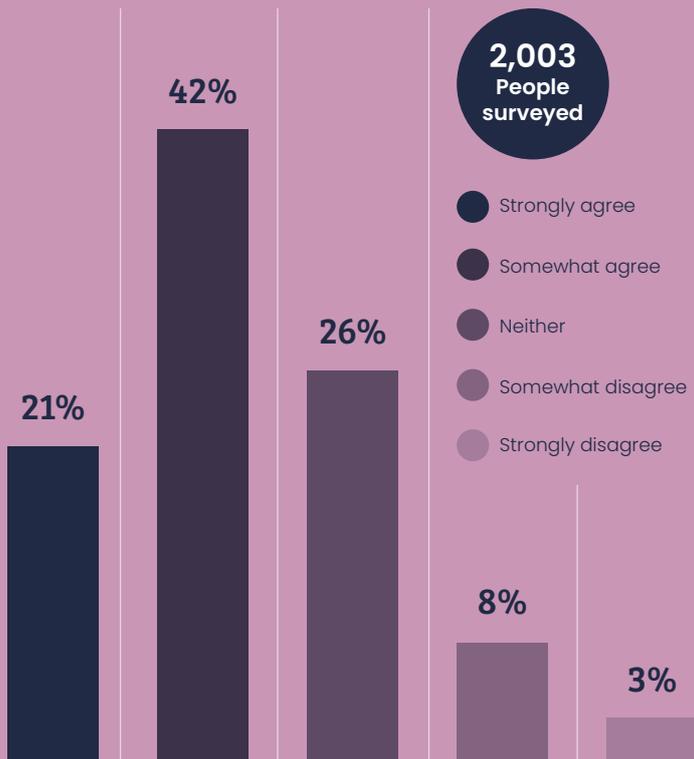
63% agree

shifting focus to online shopping risks alienating older customers



Lockdown Affect

People who are 50 years and older are being advised to stay at home under Government lockdown measures. This adds up to a significant part of the population.



Q What should online retailers put in place to ensure widespread accessibility to older shoppers?

- A** Local delivery services
- A** Telephone ordering
- A** Preferential access to limited availability products
- A** Improve/Introduce local distribution networks



66% of 55-74 year olds think

ignoring older customer's needs is losing businesses online revenue



It's not nice to feel left out...

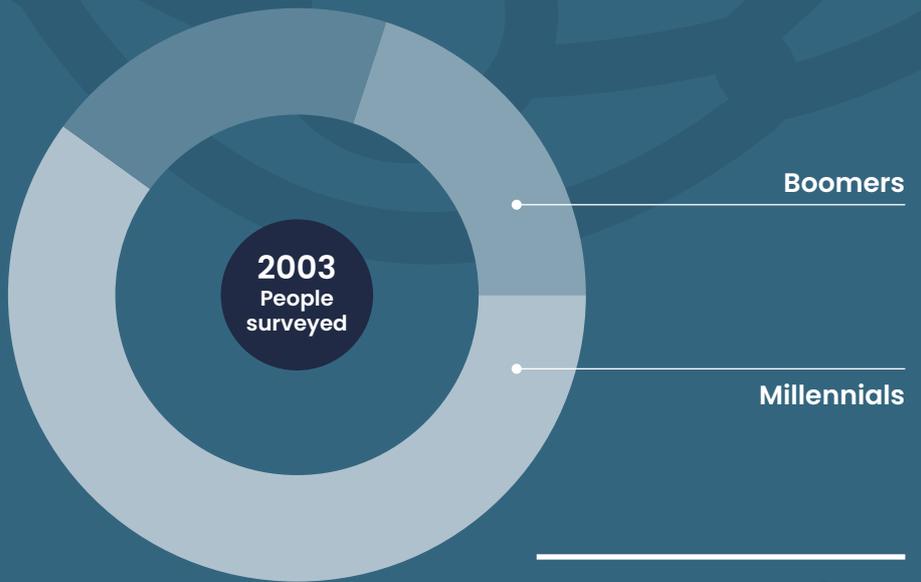
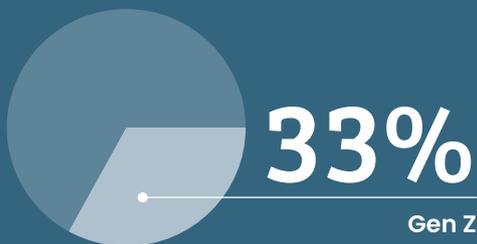
Inclusivity

It is a brand's responsibility to embrace diversity, eliminate bias and improve representation to help make everyone feel valued and considered.

Q How important is inclusivity to your customers?



Different Generations, Different Expectations



choose brands over their representation of body types

Q How can brands demonstrate or improve inclusivity?

- A** Be transparent about your ethos and values - misleading your customers results in negative outcomes
- A** Listen to your customers and align with their values
- A** Raise awareness around important public issues e.g cultural bias, and speak out on social channels

Nearly **60%**  Millennials choose brands as a result of their representation of body types

Compared with **20%**  Boomers who would not shop with a brand who failed to represent diversity

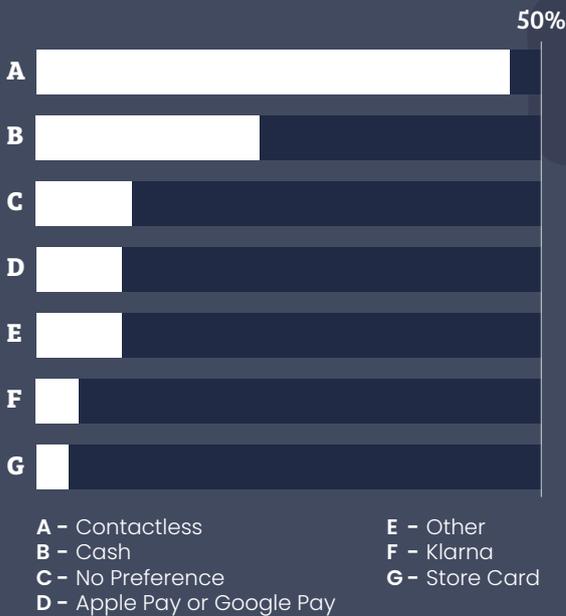


Ensuring you cater for everyone

Flexibility

Shoppers adapt to easier and quicker ways of paying. Partner with alternative payment options and you'll soon reap the rewards.

Q Contactless payments aren't new, but they are popular amongst all generations. Is there still a value in cash?



2,003
People surveyed

47%
select contactless as their preferred option

21%
still choose cash as a their preferred option

Klarna Generation Split

17%
of Millennials & Gen Z's
admitted Klarna was their preferred method of payment over all other options

vs

<3%
of 55-74 year olds
choose Apple/Google Pay/
Klarna as their preferred method of payment

Q So, why offer alternative payments?

- A** Trusted buying process
- A** Realtime, online payment acceptance
- A** Speeds up the decision-making process
- A** Makes the purchasing process more efficient and streamlined
- A** Optimises the checkout - boosting conversions



5874
Commerce solutions

- A** Build your store on a platform that supports the seamless integration of globally renowned payment gateways
- A** Include an SSL certificate and mention of secure shopping experience as a signal of trust
- A** Offer local payment methods, digital wallets, one-click payments and international credit and debit cards