



# The Forgotten Shop Floor

## THE DIGITAL HIGH STREET

Consumers see the main role of the high street as:

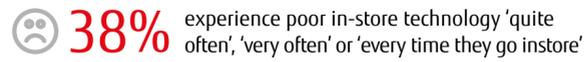


Consumers see the main benefits of in-store tech as:

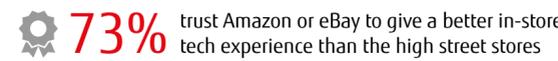
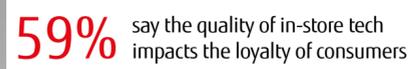


## GAPS IN TECHNOLOGY

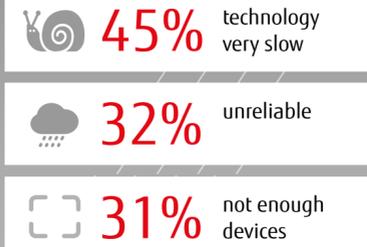
Consumer experience:



Consumer trust:

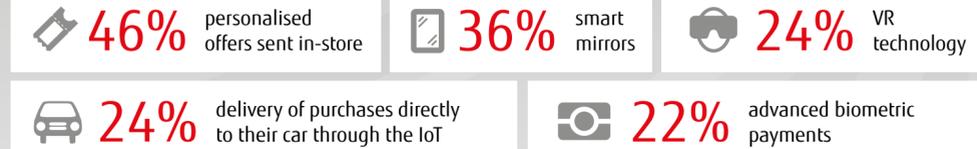


Key issues for the consumer:



## THE FUTURE OF THE STORE

The tech-empowered high street that consumers want to see includes:



The in-store technology employees most often use is:



Employees believe that technology:



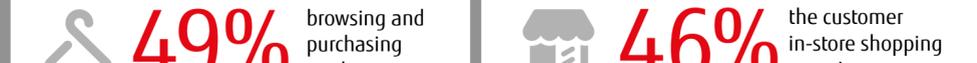
Key issues for employees:



The gaps between employees and customers:



Consumers see the future of the high street as:



The business opportunity:

