

Digital Myth Busting

The disconnect between the desire to embrace digital initiatives and how to deploy them effectively can lead to decision making that is based more on trends than on informed insights.

Miller Zell has developed a keen sense to detect myths about digital initiatives disguised as solutions, and we want to bust them open for you with this checklist.



MYTH:
We have a digital strategy

Digital initiatives require a concrete, articulated strategy. Before you start, there are a lot of questions to answer. What do you expect to gain? What part of your store environment are you comfortable sending into retirement? Which metrics will you track and how are you going to interpret that data?



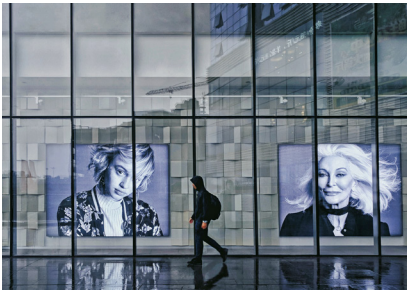
MYTH:
Digital can easily swap with traditional signage

Digital is more than non-static content. Placement, operability and intent will determine if they improve a customer experience or create an unwelcome distraction.



MYTH:
Our IT team can manage it alone

Your IT department might be fantastic at maintaining in-house systems, but do they know your customers' wants and needs? The leaders of your digital transformation need the knowledge and skills to deliver that strategy and execute the installation and company-wide adoption.



MYTH:
Digital content should focus exclusively on selling

Your store is there to sell your products, but the customer journey is more complicated now. If your digital displays create a positive experience for shoppers, then they enhance your customer experience.



MYTH:
Customers won't adopt digital in my stores

COVID-19 pushed customers to try new ways of shopping, and they often liked the new experiences. Combined with a digitally savvy and maturing Gen Z, the expectations going forward should be for a growing willingness to explore and embrace new options — as long as the “Why?” and “How?” are clear.



MYTH:
Investment in digital ends once hardware is installed

There must be a plan for digital content management after installation. Too many retailers don't refresh their content on a regular basis, which also means that there will be a hole in their budget when they recognize the need.

Know What Success Looks Like



Digital transformation in retail requires a content-based strategy, customer-centric execution and measurable goals. Businesses need to view it strategically and dynamically, knowing that the digital convergence with brick-and-mortar is always about keeping up with the customers' wants and needs.

If you'd like to learn more, please **download our full eBook**, Digital Myth Busting. Or if you're ready to innovate, **contact us** today.