Reimagining the Walmart of Today

Simplicity & Scalability at Walmart

Walmart ✳ x TKS

EXECUTIVE SUMMARY

Problem

Due to the overwhelming product options and the lack of a personalized experience, in-store shopping is undesirable for customers. As a result, Walmart loses between **$36B** and **$60B** in potential revenue per year to eCommerce competitors.

- The COVID-19 pandemic significantly accelerated the adoption of **eCommerce retail**, which tailors the shopping experience to individual needs. As a result, customers no longer have an **incentive** to shop in-store.

- Other than Walmart's weekly produce shoppers, eCommerce competitors successfully fulfill customers' **general merchandising** and **seasonal item needs**.

- Walmart **loses $1.8B** by heavily discounting prices in **high profit margin** sectors like general merchandising and seasonal due to excess inventory.

Recommendation

Frontend and backend digital touch points throughout the customer's journey to create a seamless in-store experience with personalized incentives, time-efficient visits, and an emphasis on community engagement.

#01 - Customers can 'Start Their In-Store Journey' through the app to shop under an **'omni-channel profile'** for a personalized shopping experience through **real-time** recommendations, reminders, and individual incentives based on **aisle location** and dwell time.

#02 - SparkYourRecipe, an **interactive** recipe shelf integrated with a new **community engagement tab** on Walmart's app. A physical display of weekly popular in-store ingredients and uniquely curated recipes for customers to try and be inspired by. Customers **receive rewards** when sharing their dishes, reviews and memories on the app, allowing them to see their posts in store, and **increasing engagement** within the Walmart community.

#03 - LineBuster. Quantifying real-time store footfall data and queue demand to predict cashiers needed up to 15 to 30 minutes ahead of time. Ensures checkouts are running efficiently by reallocating employees where needed to reach Walmarts' wait time quotas of **no more than 3 customers in line at a time.**

Outcomes

Increasing revenue from all sectors by implementing personalization at every touch-point, allowing Walmart to extend beyond traditional retail services to provide customers with an enhanced in-store experience, while maintaining its low cost model.

- By increasing customer retention throughout the journey, Walmart is able to **retain 47% more of its customer base each year.**

- **38% increase of sales in the high profit margin sectors** of general merchandising and seasonal as a result of the increased personalization integrations for the sectors.

- Retail community engagement increases word-of-mouth and **attracts 80% of frequent buyers.**

- Walmart stores will have shorter lines, improving the experience for Walmart's prominent market; **the time-stretched customer.**

Current Customer **Journey**

Entrance

When customers enter the store, Walmart has no information about their needs, preferences, or purchasing patterns. Customers cannot expect a personalized experience.

Browsing Items

No incentive for customers to look around for anything other than essential items. The entire shopping experience is marked by a feeling of isolation and a lack of community.

Employees

Employees are often out of sight or difficult to reach when a customer is in need of assistance, which can result in protracted wait times.

Checkout

The wait times at checkouts can be long and cause customer service problems as they are not real-time or reliable.

Customer Perspective

The Status Quo & Challenges

eCommerce

Following the pandemic, customers adapted to eCommerce due to enhanced personalization and convenience, **resulting in a 10.8% revenue growth in Q3** (1). There is a lack of incentive to shop at Walmart, as customers shift towards **eCommerce (+6% market share** from 2021-2025 (2))
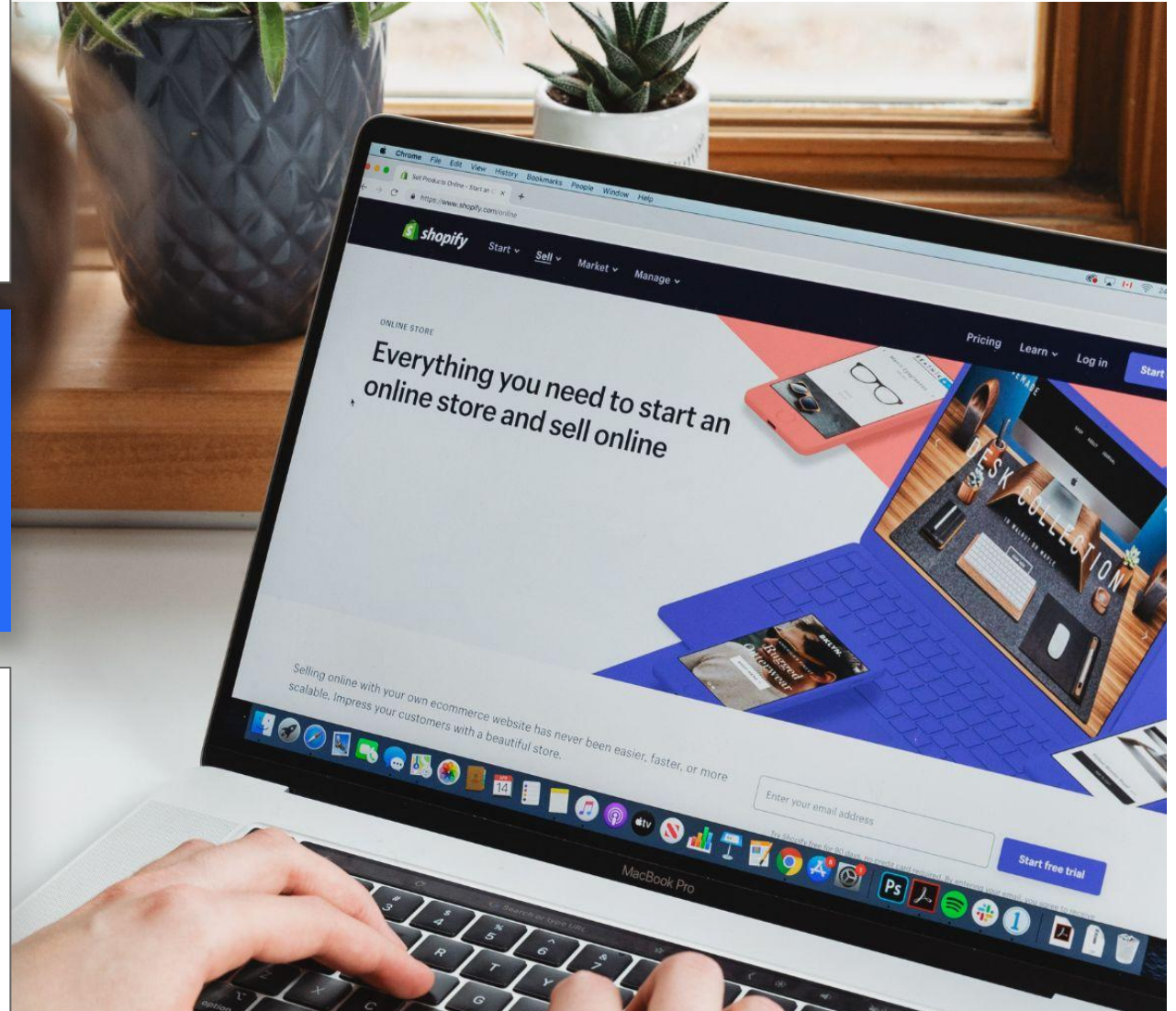
In-Store Experience

Walmart's lack of engaging in-store experiences causes a low customer satisfaction, toward driving traffic towards eCommerce. Up to **71% of consumers** feel frustrated when a shopping experience is impersonal (3), with another **91% being more inclined** towards personalized recommendations (4).

Lack of *personalized data* & emphasis on high-margin sectors

Walmart does not have any data points on the customer walking into stores (i.e preferences, shopping patterns) Without *personalized data,* **it becomes impossible to create tailored experiences.** Moreover, there is a lack of emphasis drawn to high profit-margin sectors such as the seasonal and general merchandising sections, resulting in significant lost of potential revenue.

A Unique Experience for Each Customer

Our Recommendations

A cohesive solution that will revolutionize the in-store shopping experience and provide each customer the personalization they have grown to expect. With personalization at each touchpoint in the customer's journey, Walmart will no longer be a traditional retailer, but extend its services to be a place where the community comes together to be inspired, while ensuring each visit to Walmart speaks to the unique individual. A carefully curated recommendation that increases brand loyalty, customer retention, and makes it a pleasure to visit Walmart.

myWalmart Enhancement

An 'omni-channel' profile for real-time deals, info and reminders unique to every customer as they browse each aisle, exceeding their personalization needs.

SENSIBLE

SparkYourRecipe

An interactive diverse recipe showcase using Walmart's most popular ingredients, inspiring customers to try something new each week and share their memories with the community.

CREATIVE

LineBuster

Quantifying footfall data and queue demand to actively reallocate employees at cashiers according to demand, ensuring efficient visits for Walmart's largest market.

EFFICIENT

#01 - Recommendation

APP ENHANCEMENTS

An **'omni-channel'** profile that customers can shop under, which interconnects the online and physical in-store shopping activity of a customer into one seamless, personalized experience in-store. Using beacon technology, customers will receive real-time reminders and incentives on products that are tailored to the customer's needs and wants, all based on aisle location and dwell time.

90% of customers use their mobiles in store (1).

Walmart can leverage this usage to:

- **Exceed** the customer's need for tailored shopping experiences

- **Increase customer retention** in markets other than Walmart's 'Weekly Produce Shoppers'

- **Increase sales in high profit margin sectors**

- **Give customers a reason to choose Walmart over e Commerce**
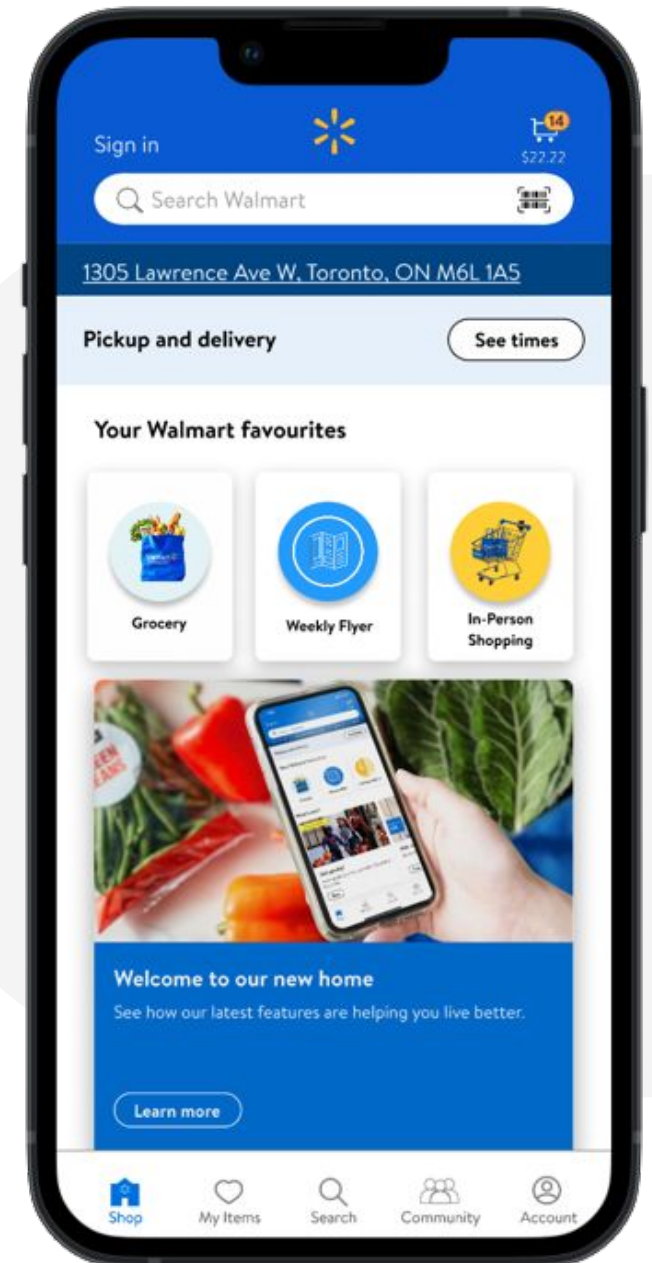
App Enhancements

With accelerated personalization in eCommerce, **85% of customers expect their in-store experience to be tailored to their visit as well**.
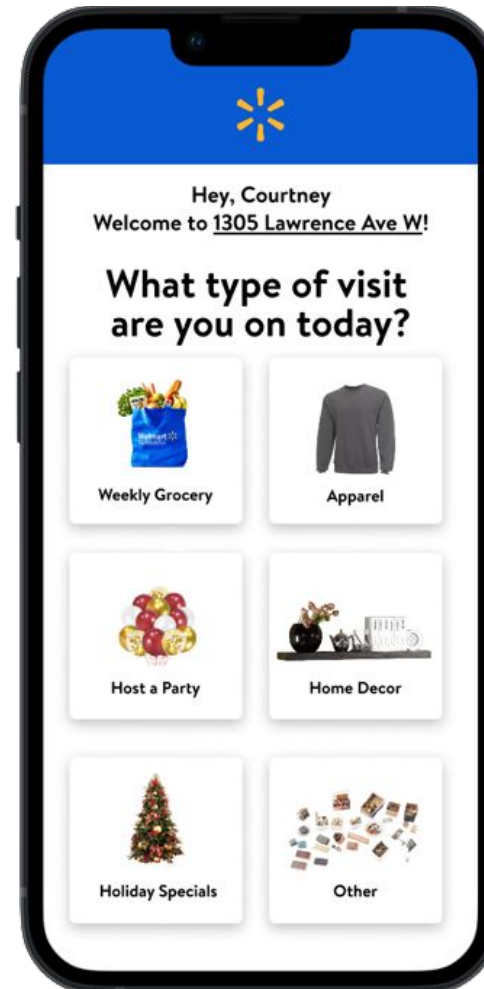
📍 **Entrance**

01.
DIGITAL IN-STORE JOURNEY

'Start Your Journey' on the app allows Walmart to link a customer's online and instore activity. Walmart can view them as an individual shopping under one profile across all channels.

📍 **Entrance**
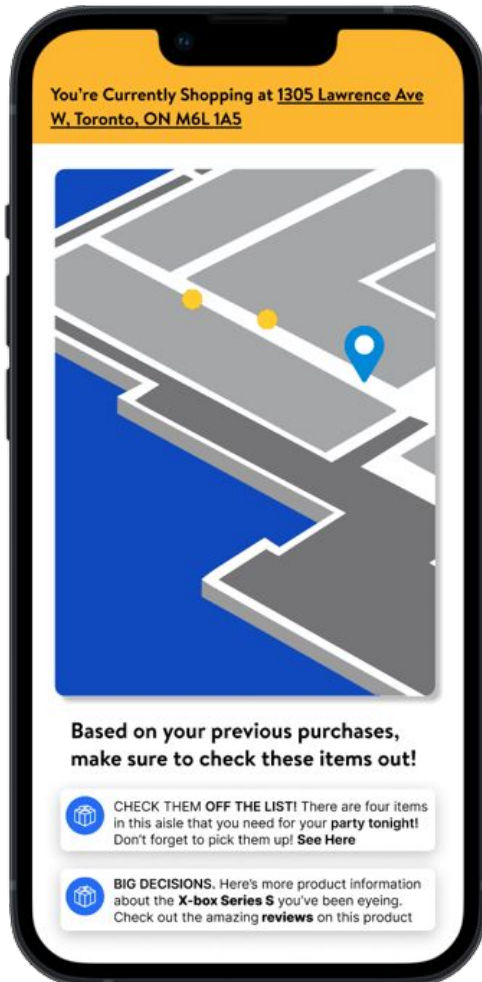

02.
CHOOSE YOUR VISIT

Consumers can choose their 'type of the visit' to get ready-made shopping lists based on their omni-channel activity for a seamless experience.

Learn More About the App

App **Enhancements**

An emphasis on personalization in general merchandising and seasonal items; **the high profit margin sectors.**

📍 **Browsing**

📍 **Checkout**

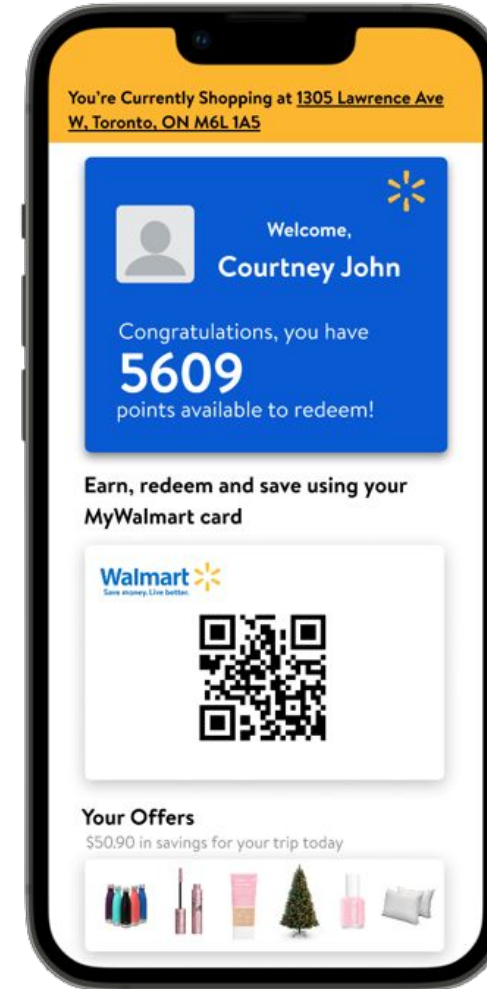## 03.
PERSONALIZED DEALS AND REMINDERS

Real-time, personalized incentives and reminders based on their Walmart Wish List, Shop List and omnichannel shopping activity according to aisle location and dwell time, via Beacon technology

04.
REWARDS

Customers gain intentional rewards under their profile for frequently bought items across channels, special edition and seasonal items, and community engagement.
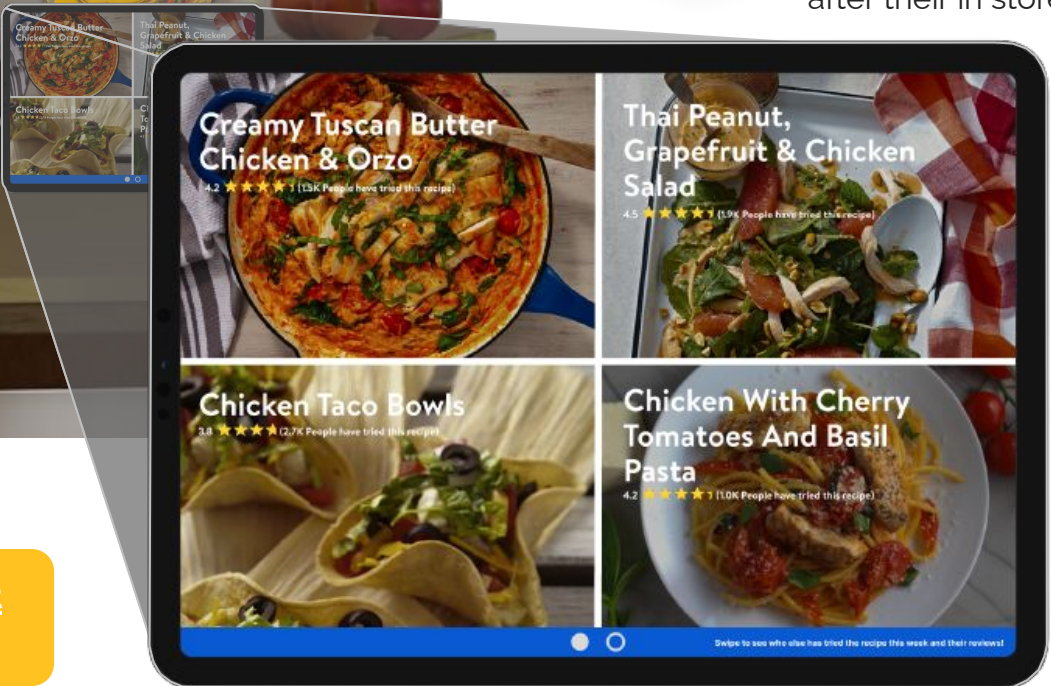
Learn More About the App

#02 - Recommendation

Spark**YourRecipe**

Recipe Kiosk: Screens stationed on several sides of the kiosk will display unique weekly recipes that customers can select from. LED lights are outfitted above each item and light up depending on the selected recipe, showcasing the exact ingredients the customer will need for each one.
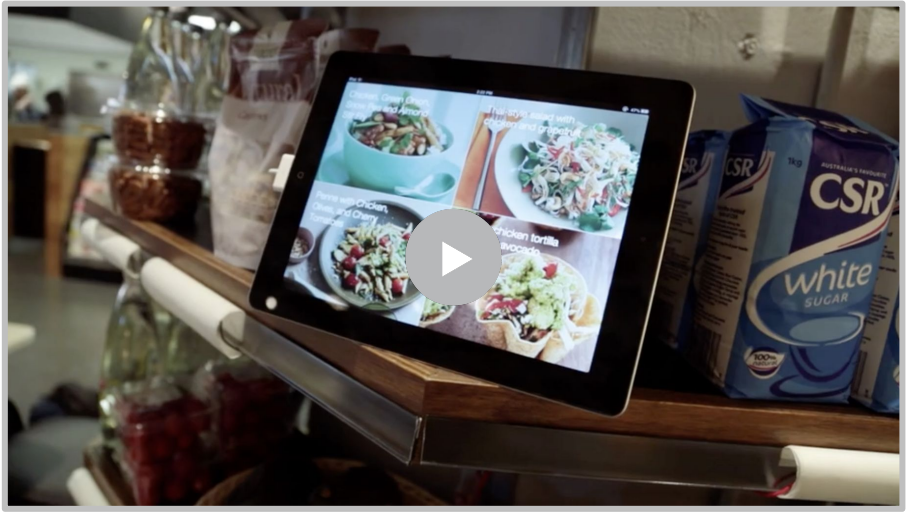
Community: Scan in your presence into the kiosk. Screens also show real time updates on how many people have tried the recipes and their reviews. Images of final products and customer memories are shared (engagement is rewarded) in the new Community Tab on the app, further engaging the Walmart community after their in store journey.

See It In Action

Learn More About SparkYourRecipe

Creamy Tuscan Butter Chicken & Orzo
4.2 ★★★★ (15K People have tried this recipe)

Thai Peanut, Grapefruit & Chicken Salad
4.5 ★★★★ (1.9K People have tried this recipe)

Chicken Taco Bowls
3.8 ★★★★ (2.7K People have tried this recipe)

Chicken With Cherry Tomatoes And Basil Pasta
4.2 ★★★★ (1.0K People have tried this recipe)

Swipe to see who else has tried the recipe this week and their reviews!

SparkYourRecipe **Advantages**

Learn More About SparkYourRecipe

Drives Revenue

Implementation of these kiosks will drive revenue for existing products and provide the opportunity to showcase other products customers will be interested in. Moreover, recommending a 'recipe,' **encourages customers to buy several products at once** to complete a recipe.

Increasing Time Spent in Store

Establishing a more immersive & personalized experience for customers **will drive them to spend more time in-store** along with an increase in frequency of visits. **86% of customers** are likely to **enjoy personalized offers** (1), as it drives their satisfaction and engagement. It further incentivizes customers to shop in-store (2) as opposed to online.

Community Tab on App increases community engagement!

"More than 60% of consumers feel like brands need to care more about them". (3)

Phone screen content

Sign in

Search Walmart

1305 Lawrence Ave W, Toronto, ON M6L 1A5

Walmart

See new ways to engage with the Walmart community at your local store!

Try New Recipes!

See unique weekly recipes created by members of your Walmart community & Get rewards by engaging with your community!

See what other's are up to

SparkYourRecipe

See what customers are saying about recipes recommended to them in-store!

Recipes made with SparkFoods

Shop   My Items   Search   Community   Account

LineBuster Queue Management

Entrance 204
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The Line Buster Queue Management system makes it possible for Walmart to operate 1 on 1 cashier experiences while maintaining high profit margins and a great customer experience. With footfall data, LineBuster aids informed decisions to ensure the number of cashiers working are optimized to real-time customer demand.
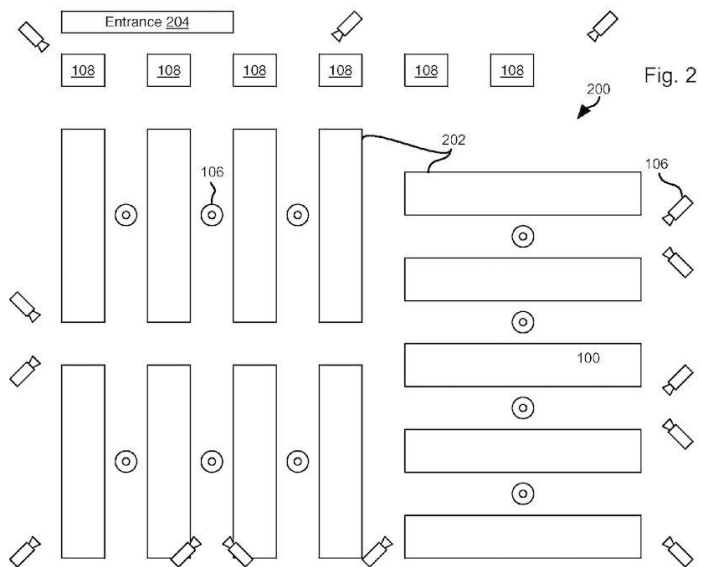
There are **2 components to the LineBuster Queue Management system**:

1. Data Collection

People counting analytics crowdsourced from **CCTV security cameras** will **measure basic footfall data** such as the number of customers being served, the number waiting to be served, measure how long they have been waiting, and monitor various aspects of the customer journey to **analyze the in-store experience.**

2. Informed Action

Our technology can then be leveraged to **send alerts at predetermined levels** and can be combined with **algorithms to generate predicted queue volume.** This will enable Walmart to **react to customer demand** as quickly as possible, keeping the checkouts running efficiently, and **preventing both under and over staffing.**

Solution components include:

- ✓ Checkout lane analytics
- ✓ Queue Management software
- ✓ Dashboard reporting data:
- ✓ Employee scheduling/reallocation

LineBuster **Advantages**

Lane Predictor optimizes staffing

To reduce and optimize labor and staffing costs, the number of checkout staff will match the actual demand at the checkout, and enable the re-deployment of labor that is not needed.

Improve customer service

By intelligently allocating staff to where they are required, a queue management system can ensure customers are served quicker, giving them a better service and increasing customer retention and shopping frequency.
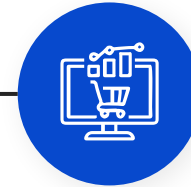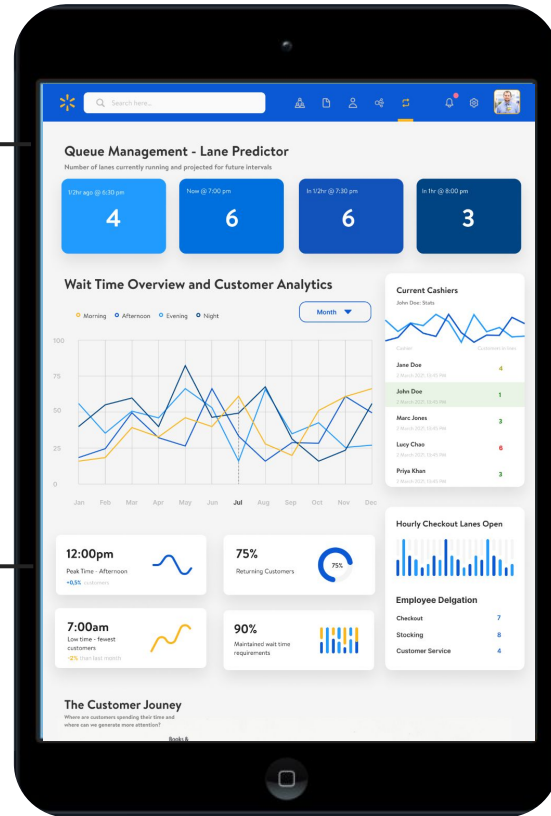
Reduce customer wait time

According to research, **56% of customers who have a negative queuing experience won't go back to a retailer** (1). Our system can be put in place to efficiently distribute workers and offer a consistent level of service.
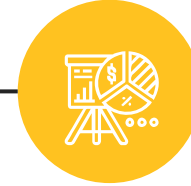
Track the customer journey

By utilizing the CCTV people counting software, Walmart can gain insights on where customers are spending their time. With this data visually analyzed, marketing techniques can be evaluated.

New Customer Journey

App

By scanning their presence into the store via the app, the customer's online and in-store purchases/buying patterns are compiled in a common database. Walmart can now view them as an individual shopping under one profile across all channels

Personalized Touchpoints

Customers receive a unique experience as soon as they enter the store, from personalized recommendations based on past purchase history, to receiving exclusive deals based on their in-store location, to able to choose a new recipe to try out

Community Engagement

Customers can interact with one another as they are able to see and comment on different recipe recommendations.

Customer Service

Customers can receive better and more efficient service thanks to better employee placement at cash registers and throughout the store (depending on client location)

Efficient Checkout

By ensuring checkout lines are sufficiently staffed, Walmart can create a seamless checkout experience for customers.

Community Engagement

Customers can post their recipe dishes, memories and opinions on the app, and get rewarded, even after their in-person shopping experience, fostering a lively and engaging community.

Implementation Plan

App Enhancements

2022

1) Develop app within 6 months - prototypes are complete, small scale release across the nation.
2) Inform customers of in app enhancements using Walmart's pre-existing social media partnerships. Clarify the purpose and **benefits** of the implementation, putting an emphasis on the tailored experience that cannot be replicated online by ecommerce competitors.

SparkYourRecipe

2023

1) Build and integrate the physical in-store shelf into select Walmart stores across the nation - within 6 months
2) Implement community tab on app (prototypes are complete) and integrate community engagement tactics with the shelf in select stores

LineBuster

2023

1) Integrate people counting software with CCTV cameras across 5 Walmart stores for beta testing
2) Begin building out Queue Management dashboard platform
3) Record data analytics to guide decision making
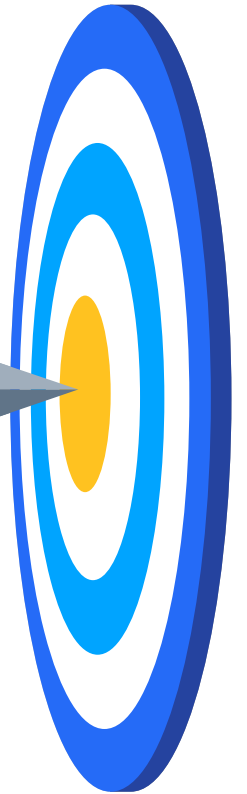
Idea **Validation**

Lynn Jennifer Kulli

Executive Project Specialist @ Nexii Building Solutions

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"I can tell that you've done profound research to understand the industry and its customers. You understand that the largest impact will be made with simple enhancements, and iterating on competitor's ideas. You have a commendable grasp on your solutions and have created an EXPERIENCE that inspires and excites customers, and makes the visit efficient and pleasurable."

Najeeb Khan

Product Innovation Director @ Sonavox Canada Inc.

in

"The integration of beacon technology to provide a seamless customer experience reflects thorough research and fundamental knowledge on the industry's potential. The technically in-depth proposal focuses on the right problems and trends, and your solution has the potential to make an unconventional transformation to traditional retail services."

Sophia Story

Co-Founder @ 3 SIDED CUBE

in

"Your first idea is truly sensible. You understand what it takes to provide an experience that customers will truly appreciate and benefit from. Amazing idea to incentivise customers to contribute to the community! As a mother on a busy schedule, my visits to Walmart would be completely transformed with your thoughtfully curated and research driven solutions that guarantee to leave a unique impact on every Walmart shopper."

Playbooks

Appendix

App Enhancements

SparkYourRecipe

LineBuster

From The Customer