Worksheet 6: Applying understanding to digital retail trends answers

Digital retail trend	Characteristics of digital retail trend
Omnichannel retailing	1 Fully integrated approach to commerce, providing shoppers with a unified experience across all channels and touchpoints, including web, brick and mortar, and in-app. 2 It also requires inventory, customer service, and the sales experience to be unified across multiple channels.
Cashless stores	1 Do not accept cash payments. 2 They allow payments with cards or through apps.
Electronic Point of Sale (EPoS)	1 A computerised system of monitoring stock, recording sales and taking payments. 2 EPoS systems involve product barcodes being scanned at the checkout at the time of purchase.
Click and collect	1 Click and collect is a way of trading that allows consumers to 'click' and buy online, then 'collect' at a store or locker, by picking up their items, rather than having them delivered. 2 The customer is sent a form of communication about how to collect their order. Often a code is sent to their phone or an email to have for their pickup.
Subscription commerce	1 Customer must pay a recurring price at regular intervals for access to a good or service. 2 Customers input their payment information upon signup to receive recurring deliveries of their desired good or access to certain services.
QR codes	1 A QR code is made up of black squares and dots that represent different pieces of information. 2 Can also be used as part of a marketing campaign where customers are asked to scan the QR code to obtain a discount or enter a competition.
Virtual Reality (VR) showrooms	1 Virtual reality is a computer-generated environment with scenes or objects that seem to be real, making the user feel like they are actually there. 2 Virtual reality showrooms enable retailers to demonstrate products across a wider geographic area.
Dropshipping	1 The retailer does not stock the goods offered for sale. 2 The storage, distribution and delivery of the goods is outsourced to an external contractor.