



# IMAGINE, ENGAGE, & COMMUNICATE WITH THE MOBILE SHOPPER

Sprint Emerging & Wholesale Solutions

*Presented by Kaila Schmidt  
May 1, 2013*

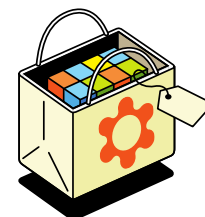
**Purpose:** to share information about mobile shopping trends and new ideas for enhancing brand awareness, generating new revenue streams, increasing basket spend and improving foot traffic.

## Agenda:

- » Mobile shopping trends
  - » Mobile Moment of Truth Study
- » New ideas
- » Case study
- » Summary

**Limits:** 15 minutes

# MOBILE SHOPPING TRENDS



## » Online survey of 1106 smartphone users

- Ages 18 – 65
- August 14-18, 2012

## » Qualifications Smartphone users

- Use top shopping apps
- Used phone in grocery, mass or warehouse club in last month



## Where



## How



## Why

**50.4%**

have smartphones

estimated

x

=

**45%**

of US consumers

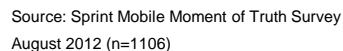
**89%**

use while shopping

Source: Nielson 2012

## 6

# 10%



# SHOPTIMIZERS

7

The most elite group of tech-savvy shoppers



**“I’ve been shopping this way for about 6 years now, so it is a part of me. I was really satisfied that I did my research and was able to get quality products at a good price that have been tested and proven good by other parents.**

**If I didn't have my phone, I would be considered a blind shopper.”**

**– Henry, 35-49**

Source: Sprint Mobile Moment of Truth Survey  
August 2012 (n=1106)

# SHOPTIMIZERS

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The most elite group of tech-savvy shoppers



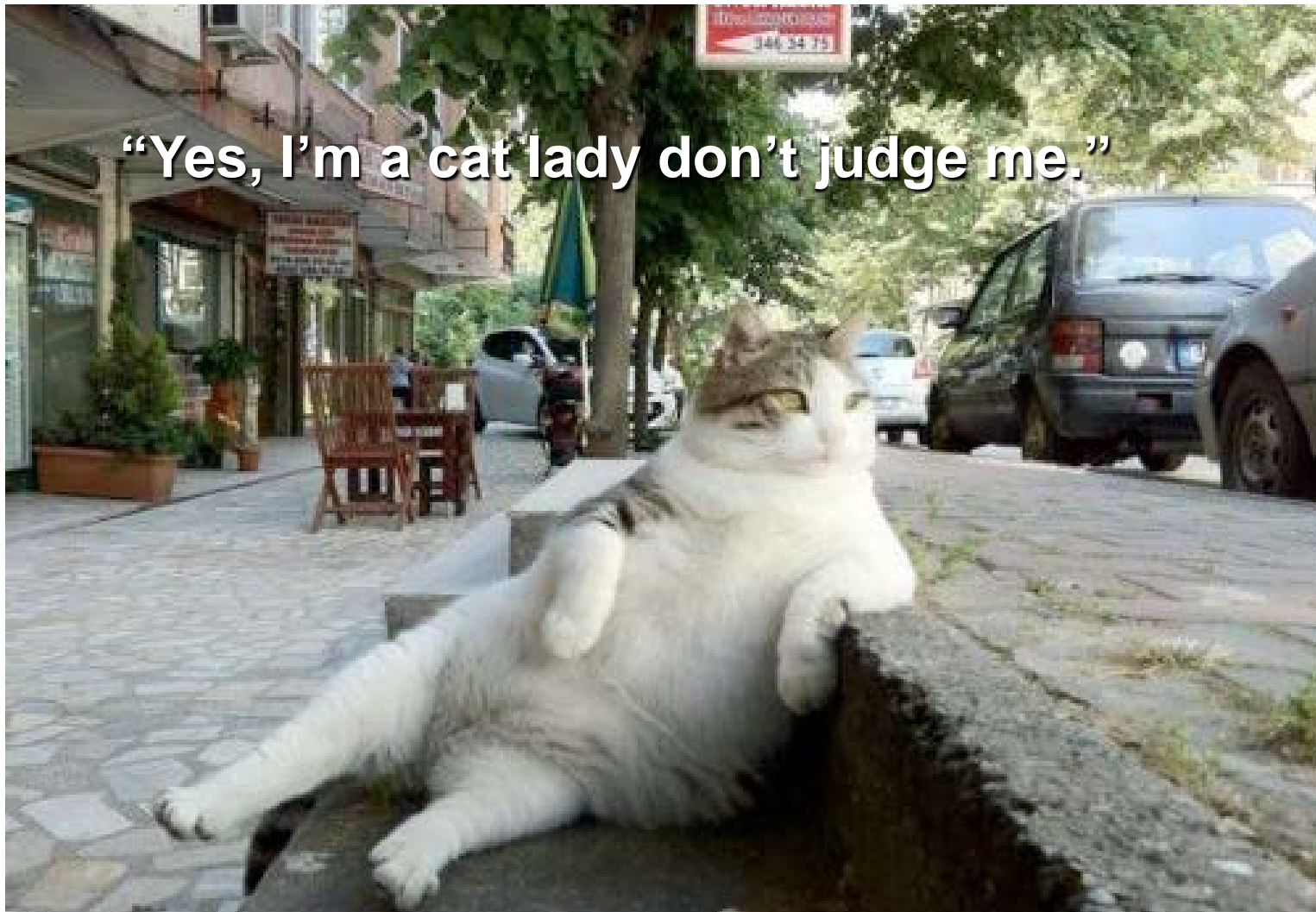
**Wendalyn P**  
**Central Florida**  
**27-34**

# SHOPPING JOURNEY

9

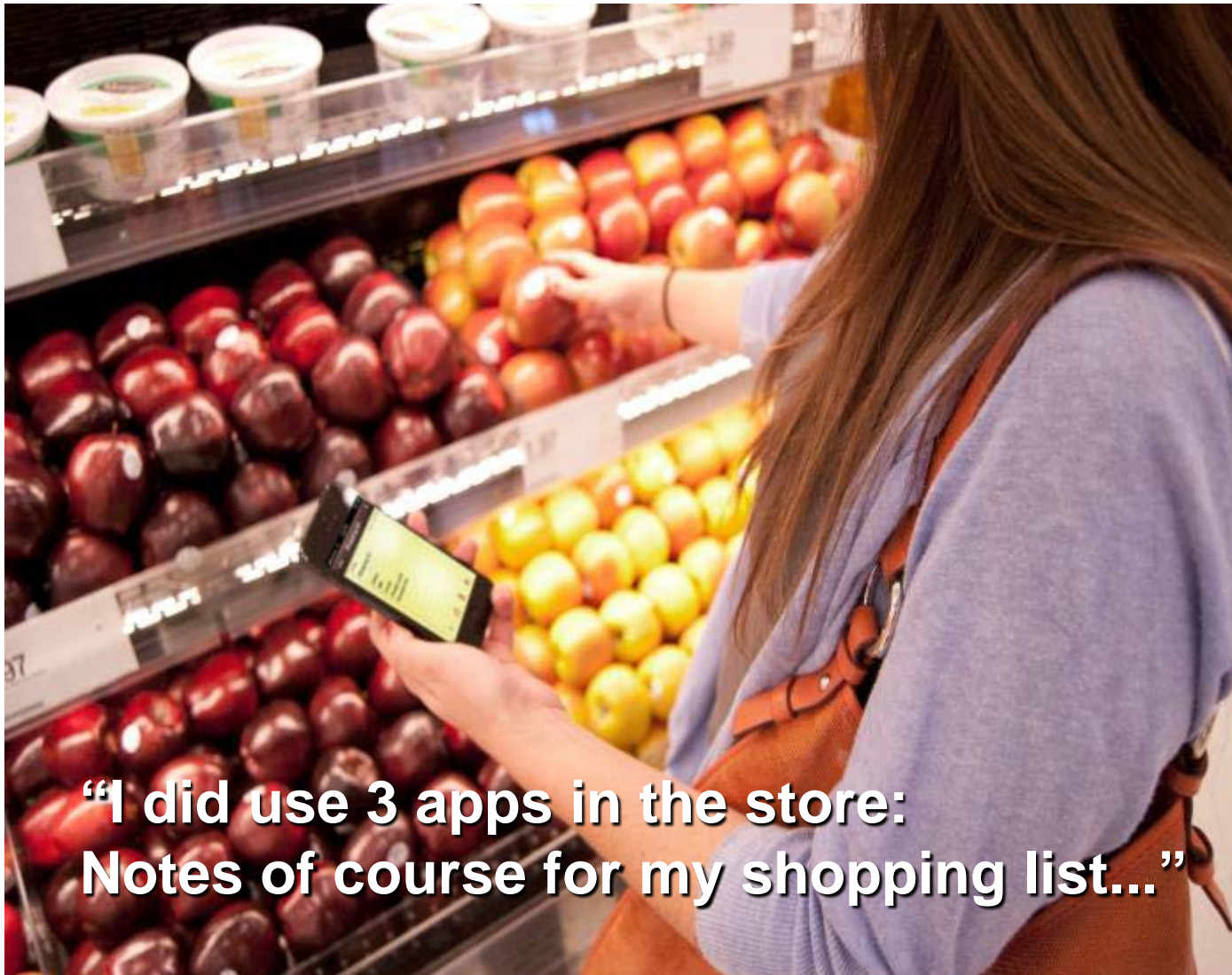


**“I was at Target and shopped the grocery area, pharmacy, personal care items and cat stuff.”**

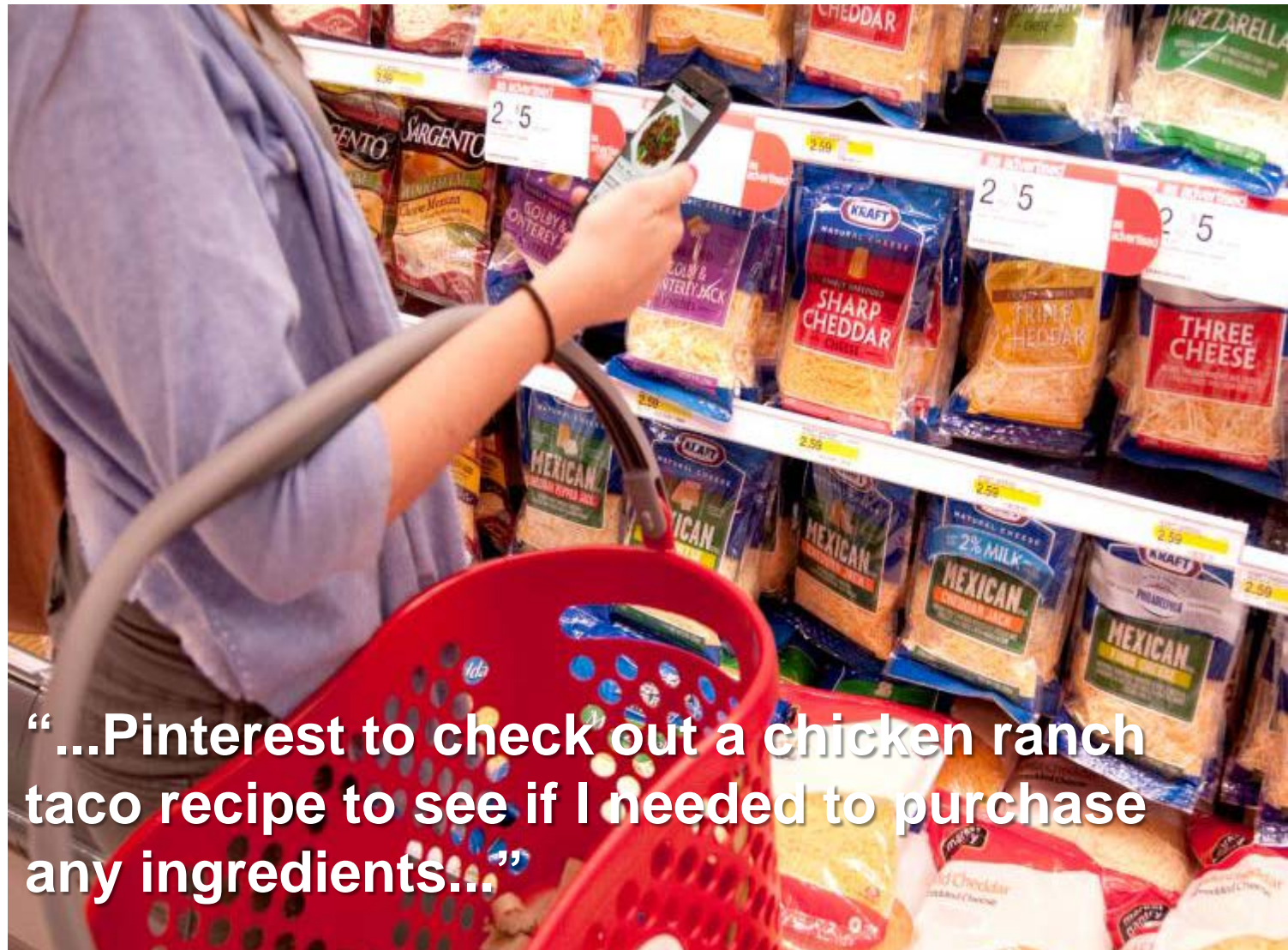


# SHOPPING JOURNEY

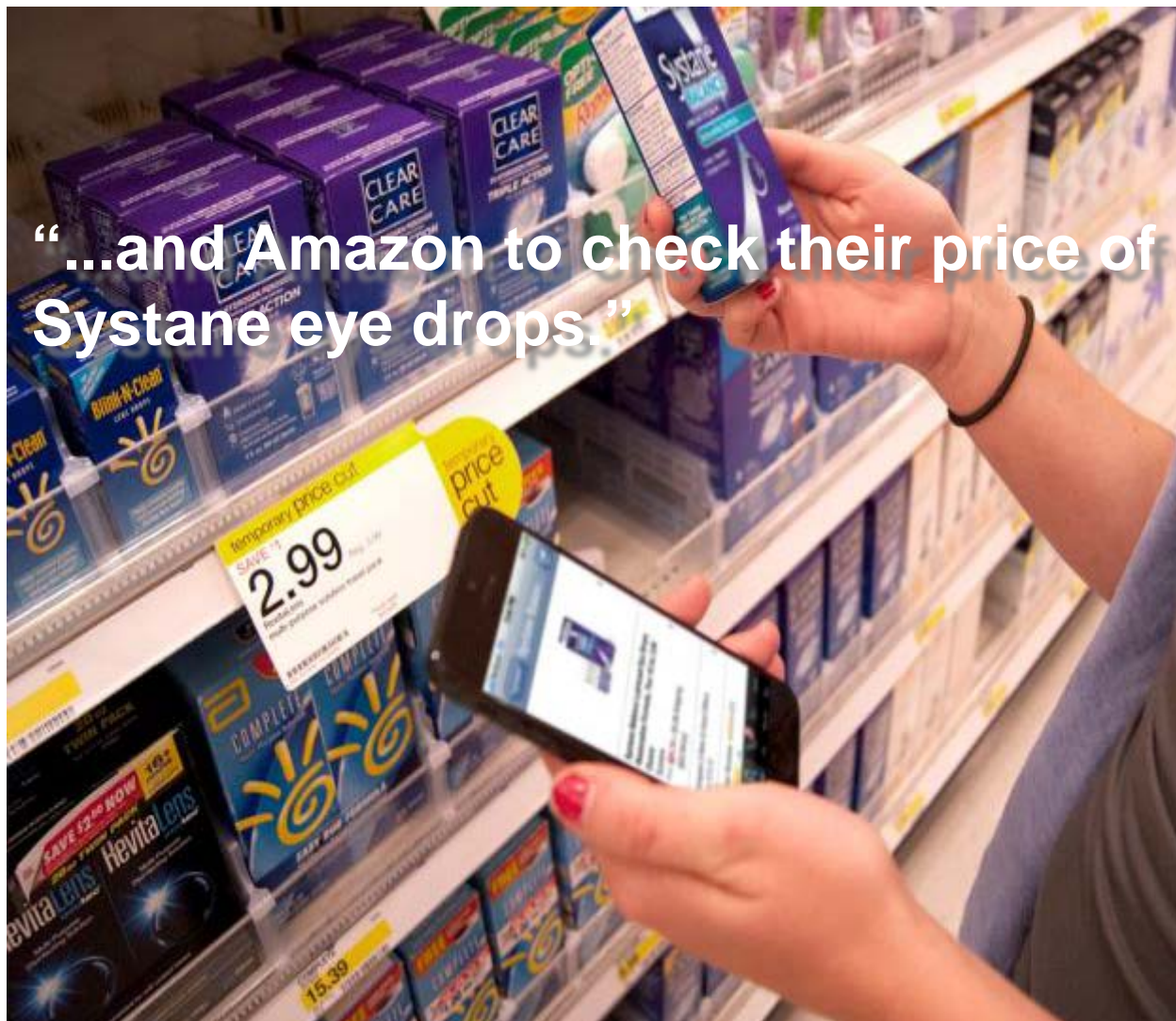
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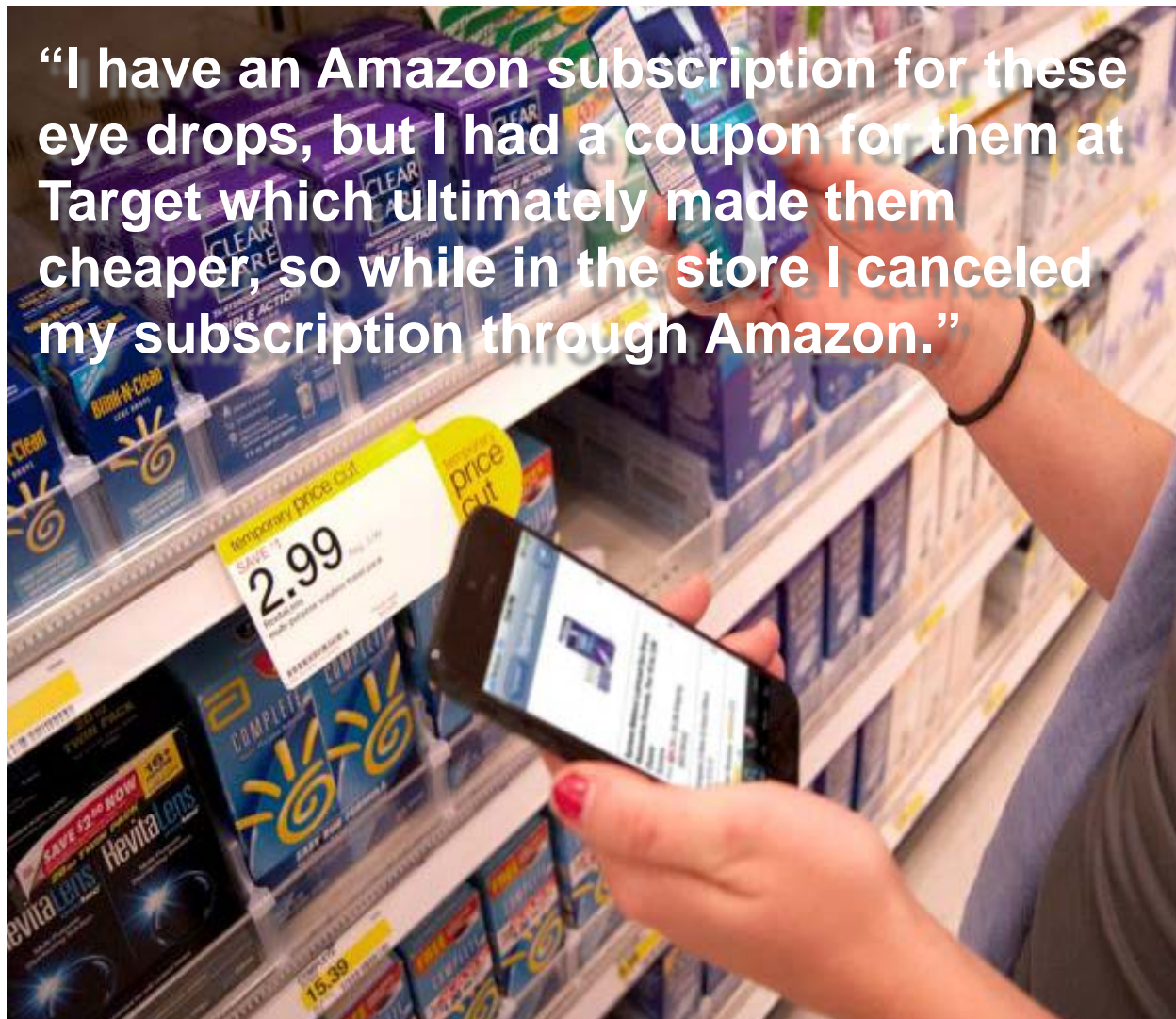
**“I did use 3 apps in the store:  
Notes of course for my shopping list...”**



“...Pinterest to check out a chicken ranch taco recipe to see if I needed to purchase any ingredients...”



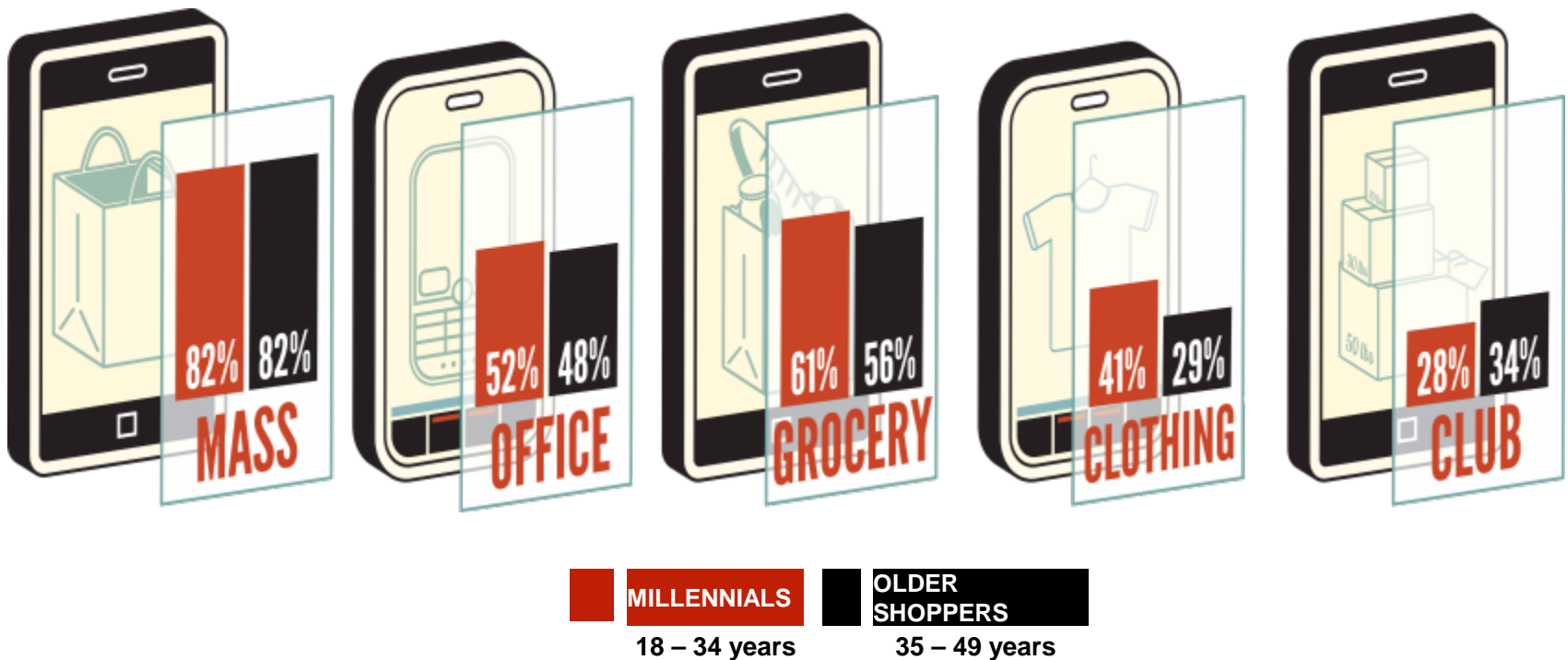
**“I have an Amazon subscription for these eye drops, but I had a coupon for them at Target which ultimately made them cheaper, so while in the store I canceled my subscription through Amazon.”**



# WHERE THEY SHOPPED

15

**Q: Thinking about just the items you shopped for in the past month, WHERE did you use your smartphone to help you shop while in a store?**



Source: Sprint Mobile Moment of Truth Survey  
August 2012 (n=1106)

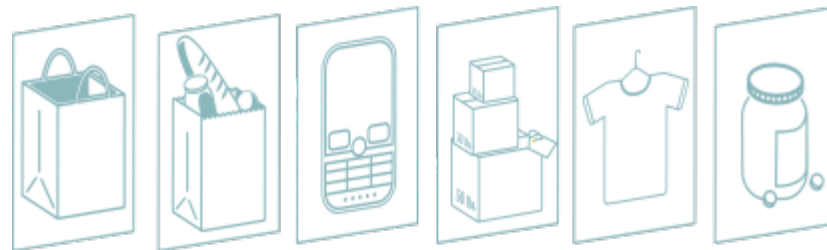
# ACROSS ALL STORE TYPES

16

How many people used smartphones to shop?

# 40%

## used smartphone on last visit

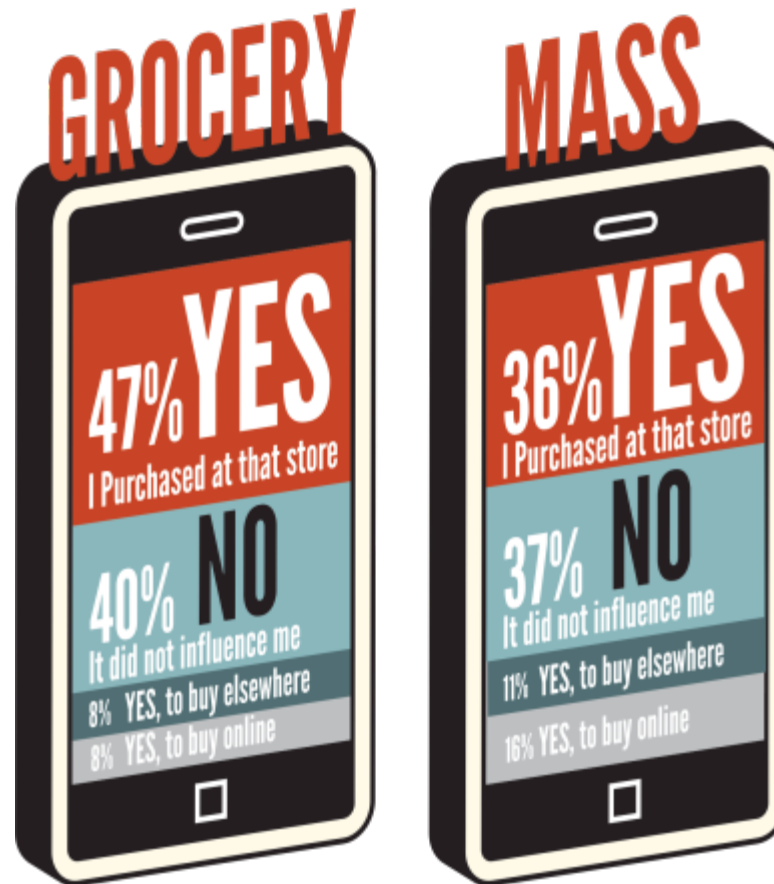


Source: Sprint Mobile Moment of Truth Survey  
August 2012 (n=1106)

# INFLUENCE ON PURCHASE

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**Q:** Did your mobile device influence your decision the LAST time you used it at a \_\_\_\_\_ store?

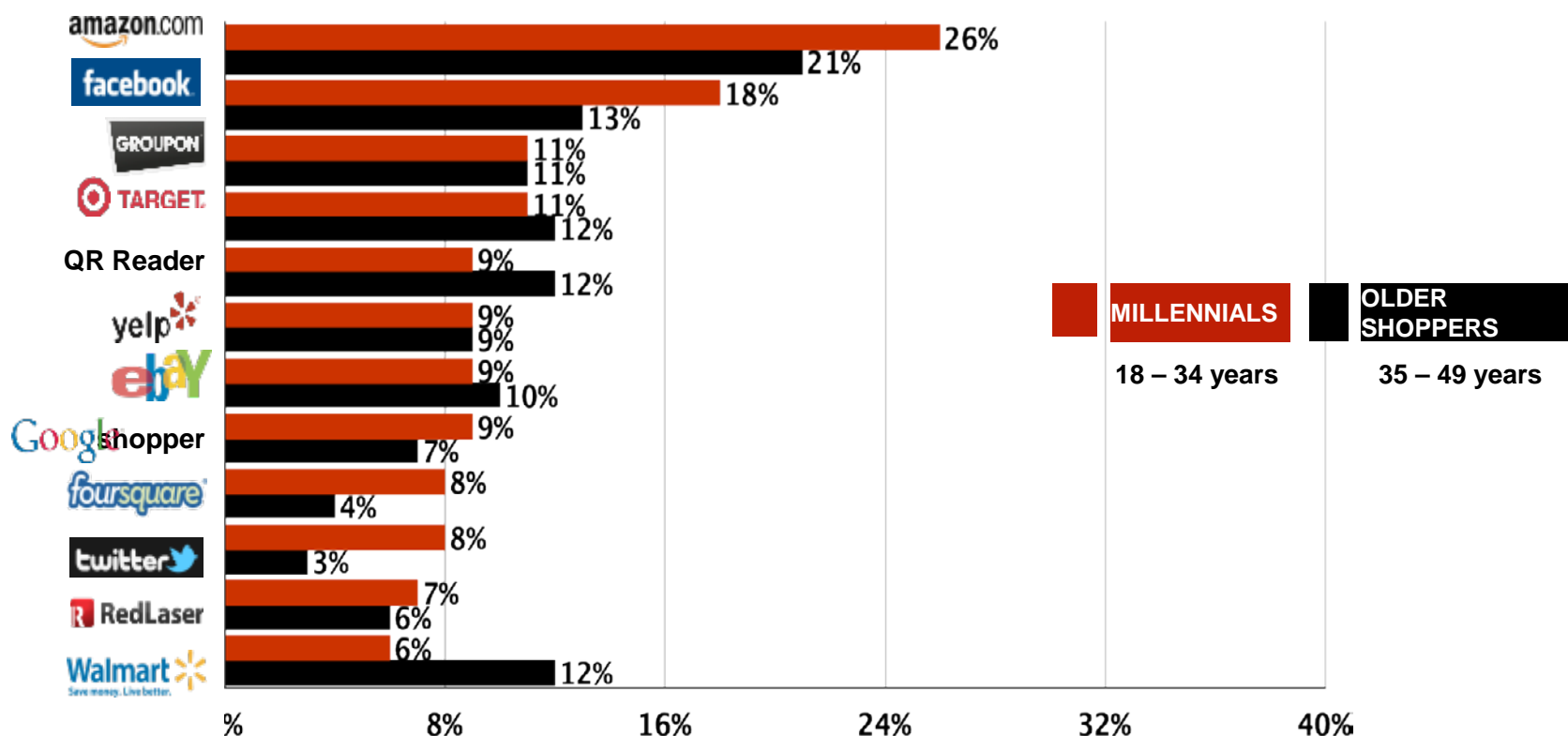


Source: Sprint Mobile Moment of Truth Survey  
August 2012 (n=1106)

# SHOPPING APPLICATIONS

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**Q: Which apps do you use regularly or occasionally to help you while shopping?**



Source: Sprint Mobile Moment of Truth Survey  
August 2012 (n=1106)

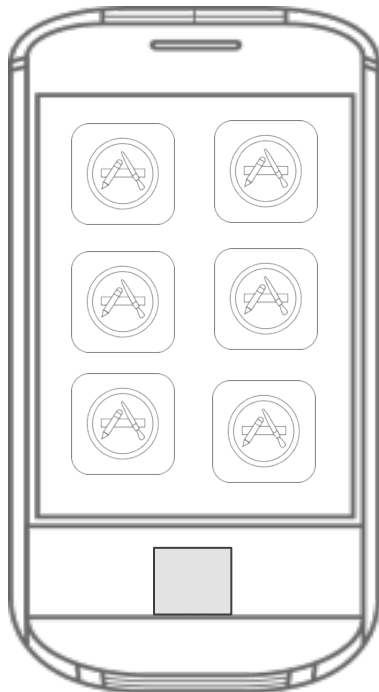
**Q: What OTHER shopping apps are currently installed on your smartphone?**



Source: Sprint Mobile Moment of Truth Survey  
August 2012 (n=1106)

## APP SKEPTICISM:

- » Lack of Utility
- » Lack of Information
- » Lack of Trust



***“I don’t use the Wal-Mart app, and I rely on the website . . . the whole website has deals on it that aren't reflected in the app. . . So I don’t trust that the app has the best info.”***

**- Bradford, 27-34**

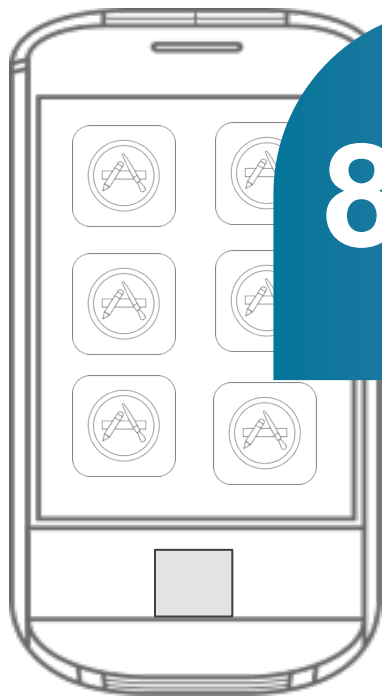
Source: Sprint Moment of Truth, Millennials & Mobile Survey  
August 2012 (n=1106)

# APPLICATIONS ON WIRELESS PHONES

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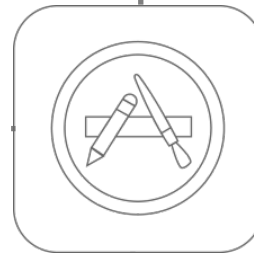


## Industry wide statistics



89%

OF U.S CITIZENS HAVE  
MOBILE PHONES



29%

HAVE  
DOWNLOADED  
AN APP

26%

ARE JUST USED  
**ONCE**

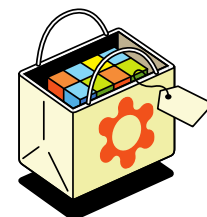
90%

ARE EVENTUALLY  
**DELETED**

Applications are a good start but they are only one piece of the strategy necessary to engage the mobile shopper.

# CASE STUDY

## i-wireless & Kroger



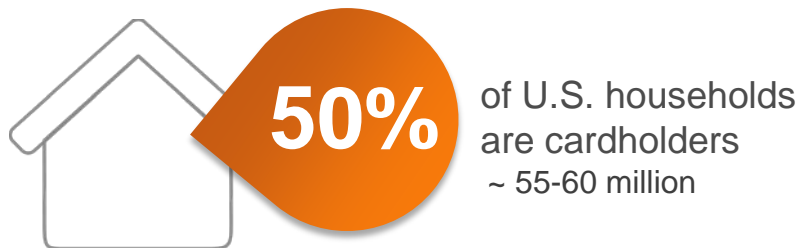
*Sprint is a **thought leader** working with Retailers to implement customized no-contract wireless programs generating **new revenue streams** and providing value added services for customers.*



# I-WIRELESS AND KROGER CASE STUDY

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- » Exclusive offering in 3,000 Kroger stores
- » Prepaid no contract mobile devices and services
- » Integrated with Kroger's Plus loyalty rewards program – patrons earn free phone service while shopping at Kroger
- » Rewards program tracks customer purchase information for targeted promotions and earning free mobile device service



<https://www.iwirelesshome.com/home>

50% figure based on Kroger 2009 Fact Book,  
cardholder figure based on [www.census.gov](http://www.census.gov) projection





*"... then we met with the Sprint Wholesale team. Their attitude was completely different, driven by the excitement of growth and reaching new markets. They immersed themselves in our opportunity and our vision for Kroger and i-Wireless."*

**Paul McAleese, CEO of i-Wireless**





## Private-Label Branding



*Partnering with Sprint to grow your core business in unique ways provides a **competitive advantage** to Retailers and makes the shopping experience more convenient, relevant and personal to the most loyal customers by ...*

- » Enhancing and differentiating your company's brand
- » Generating new recurring revenue streams through private label wireless offerings
- » Driving more foot traffic
- » Increasing basket spending per trip
- » Enhancing customer loyalty and lifetime value
- » Increasing share of house holds shopping trips
- » Promoting use of existing store applications
- » Providing economical value to patrons needing no contract wireless services

45% of all U.S. Consumers use Smartphones while shopping

61% of Millennial shoppers used Smartphones while in a Grocery Store

47% of shoppers said the mobile device influenced their purchase decision in Grocery Stores

81% of moms say their favorite place to use their phone is in line at the Grocery Store

Imagine, Engage and Communicate with mobile shoppers through unique wireless programs

