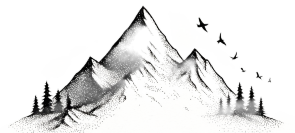




engaging the **customer of tomorrow** with physical retail



40° NORTH

# the store is the most powerful customer acquisition and operational tool in your portfolio.

## total control of the brand narrative

- allows for 100% control over the brand narrative and messaging. you are the author, not a footnote.
- 76% of consumers report connecting more deeply with brands through in-person experiences.

## the digital halo effect

- traffic driver: opening a physical location can drive a 37% increase in local web traffic within the first year.
- stores are no longer just sales floors; they are forward-deployed logistics nodes

## strategic positioning:

- stores serve as the "third place" for community hubs



# customer expectations are not set by our competitors; they are set by what they experience in their daily lives.

## the "daily experience" benchmark:

- when a customer walks into your store, they aren't just comparing you to other ski/snowboard shops. they are comparing their experience to the ease of Starbucks, the purpose of Patagonia, and the community connection of Lululemon.

## expectation alignment:

- if a customer can track a \$5 latte or a grocery order in real-time, they expect the same level of visibility and friction-free service when buying \$800 skis.



# the customer of tomorrow is informed, connected, and value-driven.



## **seamless phygital blend**

zero distinction between online and in-store; 75% of shoppers now use both channels in a single journey.

## **experiential education**

in 2026, the store is a "classroom." they are coming for expertise - boot fitting, wax clinics, and technical advice.

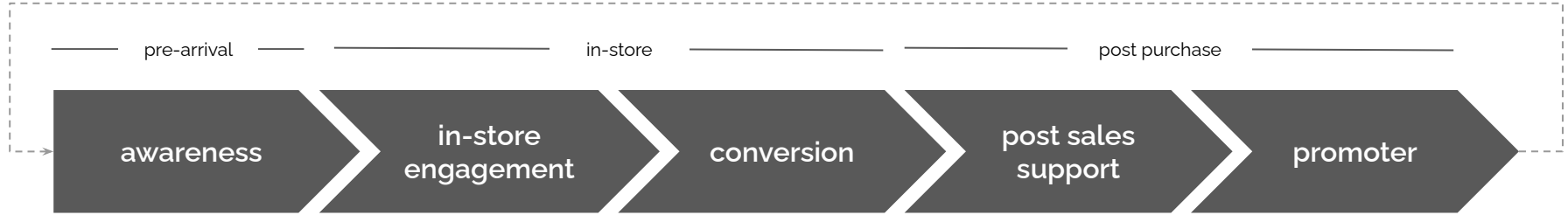
## **hyper-personalization**

seeking active relationships to ensure a truly personalized and tailored experience".

## **value alignment**

customers are looking for brands that offer programs aligned to their own interests (e.g. circularity & sustainability).

# the strategic importance of a frictionless journey end to end.



**1**

## **trust as a currency**

"consistency is the ultimate trust signal. if a customer sees one message on social media but finds a different vibe or conflicting pricing in-store, that trust erodes instantly.

**2**

## **friction is the "loyalty tax"**

every time a customer encounters a seam - like a price discrepancy or an associate who doesn't know their digital history - we are essentially taxing their loyalty.

**3**

## **the invisible thread**

data and storytelling are the invisible threads that must pull through every phase—from the first geofenced ad to post-purchase support.

# how to engage the customer before they ever cross the store's physical threshold.



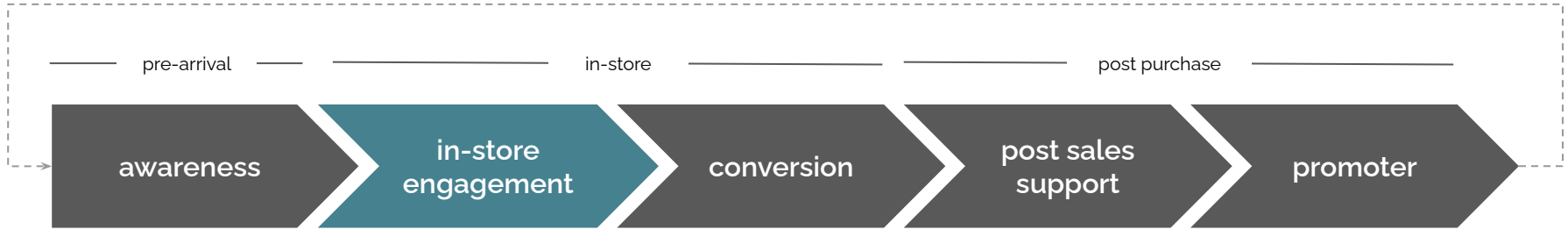
**personalized digital integration:**

leveraging a blend of mobile ads, social media storytelling, and targeted email communications to stay top-of-mind.

**community outreach:**

partnering with local influencers, mountain resorts, and community groups to establish the store as a local hub.

# optimizing the floor to drive engagement, storytelling, and revenue generation.



## **dynamic selling floor:**

a flexible floor that adapts to the environment (e.g., pivoting from hardware to accessories during low-snow periods).

## **zoning by usage:**

re-envisioning flow based on lifestyle - separate, immersive sections for ski vs. snowboard.

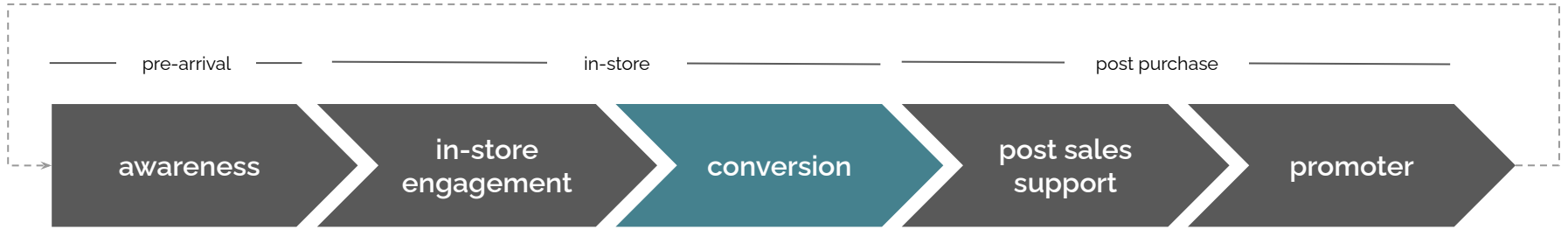
## **the merchandising "breath":**

a "less is more" philosophy that gives products room for high-fidelity storytelling.

## **the digital assist:**

empowering associates with mobile tools for instant product discovery and cross-channel inventory lookups.

# removing barriers at the finish line with a frictionless transaction.



## **the 5-minute rule:**

checkout lines exceeding 5 minutes lead to a 60% abandonment rate.

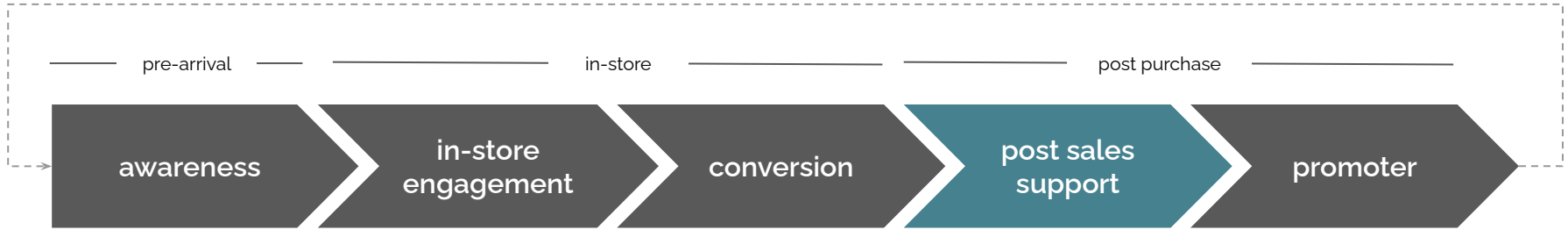
## **seamless payments:**

implementing mobile pos and express digital wallets to allow checkout anywhere on the floor.

## **save the sale:**

if an item isn't in stock, use "endless aisle" to order directly from the digital application for home delivery.

# converting a transaction into a long-term relationship.



## **hyper-personalized follow-up:**

delivering content and offers specifically aligned with their purchase or shared activities.

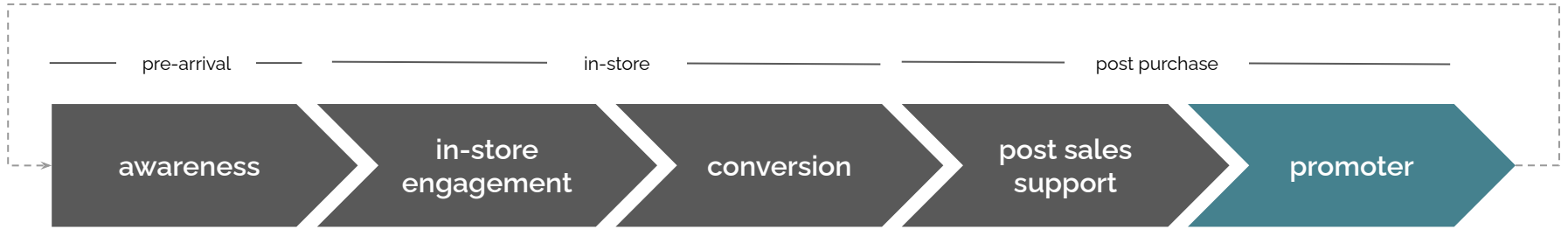
## **the anti-generic rule:**

avoiding "blast" messages; customers expect communications that reflect their specific interests and past behaviors.

## **proactive warranty & returns:**

seamless management of warranties and returns that feels like a service, not a hurdle.

turning customers into vocal brand ambassadors who return to the funnel -and- bring others.



**the advocacy loop:**

encouraging user-generated content (ugc) and referrals to drive new customers back into the awareness stage.

**exclusivity & access:**

providing top-tier customers with early access to limited-edition products or athlete meet-and-greets.

# supporting your retail customers of tomorrow comes with high complexity but high rewards - the operational reality check

## the high cost of entry:

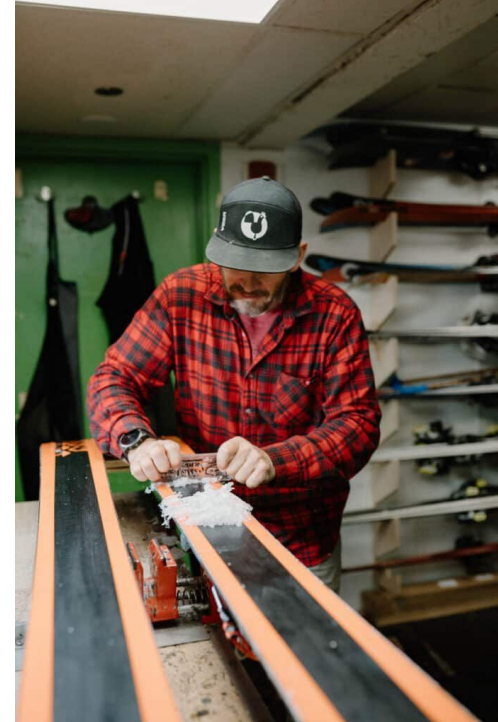
- capex & opex: establishing a footprint is expensive
- operational complexity: transitioning from "brand" to "retailer" adds a layer of logistics, marketing, and facilities management.

## the labor crisis:

- the churn reality: seasonal retail faces 30%+ churn, while large-scale retailers can see spikes up to 100% annually.
- retention drivers: pay is the baseline, but purpose, value alignment, and schedule flexibility are the true retention anchors.
- tech-enabled teams: leading brands are leveraging mobile-first training and ai-guidance to upskill staff.

## the volatility of the industry:

- weather conditions, foot traffic and macroeconomic conditions drive uncertainty.



# the strategic prize of investing in your retail network



## **total revenue growth:**

brands that establish a retail footprint see an average 20–30% increase in total market revenue (online + offline combined).

## **the digital halo effect:**

opening a physical store acts as a permanent billboard, driving a sustained 15-25%+ lift in digital sales in that geographic region.

## **ltv multiplier:**

a multi-channel customer (buys both in-store and online) has a 30%-50% higher lifetime value than a single-channel shopper.

## **the "return" reward:**

ability to process returns in-store reduces return shipping costs by 50% and increases the likelihood of a same-day exchange by 40%.



# ryan ferer

retail transformation leader and **former global head of store strategy and performance** at accenture strategy. i help my clients neutralize margin erosion and accelerate omnichannel growth. i recently launched **40°N capital partners**, providing the strategic engine and operational rigor required to scale enterprise growth and modernize the retail landscape.



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