



MaxPoint Interactive hit the show floor at the NRF 101st Annual Convention & Expo to get a pulse on what's hot in 2012. The company surveyed 101 show attendees, asking "What is your new rule for retail in 2012?" Here's what they shared with us:

1. Use mobile to drive customers to the store
2. Empower district and regional managers
3. Use mobile to create a seamless experience – use any/all screens
4. Step up our Web strategy to better compete against Amazon
5. Get product into customers' hands - regardless of where they find it, they want it – so ship it to them!
6. Learn the skills necessary to use social media channels effectively
7. Create a seamless cross-channel experience
8. Get rid of clunky cash registers and implement mobile POS
9. Extend touch points to more channels – give customers the opportunity to interact with us on their terms
10. Focus on integrated loss prevention
11. Protect customer information – go beyond PCI compliance
12. Evaluate emerging payments – anything non-card based will be big in 2012
13. If all fails in execution, so we'll be spending more time thinking through our store operations before implementing anything
14. Work towards a seamless multichannel experience
15. Invest in the cloud - cheaper, less support
16. Integrate back-end inventory to be able to create better promotional opportunities
17. Create a compelling experience – how they get there is irrelevant, it's about the experience when the customer gets there

18. Use different types of in-store media - retail soundtrack, digital signage, even the scent of the store should be a focus
19. PCI compliance
20. More training for store associates
21. Create a better customer experience across channels – "click-and-mortar"
22. Implement mobile self-checkout that is integrated with analytics so we have a better view into our in-store shoppers
23. Keep focused on customer service
24. Do not underestimate the impact of Amazon
25. Watch the price
26. It's all about the customer experience and learning how to harness social media frenzies. We also focused on how to attract a new generation - their needs are so different
27. Be positioned for change - technology is changing the way retailers reach consumers and, as retailers, we need to be ready to reach them everywhere
28. Use mobile for loyalty programs; don't require customers to carry loyalty cards
29. Evaluate mobile payments
30. Develop good products - don't get caught up in trends; stick to your core business
31. Focus on good service; people will remember good service
32. Enable our customers to scan everything in the store with their mobile and checkout from their phone
33. Focus on regional relevance - localize the experience and the assortment
34. Secure transactions across all channels; any retailer with an Internet connection should be concerned with security
35. Focus more on managing our customer base through effective loyalty programs
36. Global supply chain optimization and managing flow of goods
37. Improve store communications from HQ to regional and store managers
38. Convergence of payment transactions and applications on one circuit in the cloud

39. Satisfy the customer at every interaction
40. Mobility - enable in-store scanning of products
41. Be smarter - know who your customer is and what they want the minute they walk in the store
42. Improve the customer experience. Then improve it some more
43. Customer centricity through multi-channel profiling
44. Improve the shopper experience while reducing labor costs for better ROI
45. Automate cash handling
46. Merge customer loyalty with mobile location and CRM
47. Make the self-checkout screen the same as the ones store associates are using so they can better help customers through the self-checkout process without having to be trained on multiple systems
48. PCI compliance – network security
49. Multichannel marketing – social media, mobile, kiosks
50. Figure out our tablet strategy – both for shoppers and for store associates
51. Invest in software that scales
52. Safety and security in mobile transactions
53. Better customer experiences on devices
54. Spend less on frivolous promotions this year, such as sports sponsorships
55. Improve the bottom line by cutting POP waste
56. Focus on the mobile consumer
57. Listen to conversations customers are having about our brand on social networks
58. Launch a mobile app
59. Look within and improve our employee benefits and perks
60. Remember the customer is #1
61. Better engagement on our site to keep customers on our site longer

62. More directivity and self-engagement
63. Manage discounts more effectively
64. Put an emphasis on mobile shopping
65. Focus on consumer retention
66. Improve our staffing to store traffic ratio
67. Security in payment processing
68. We'll be focusing our energy on loss prevention
69. Find new ways to improve margins
70. Become more innovative with more advanced technology
71. Put the customer first
72. Teach store/regional managers about the technology we've invested in so they can use it to better engage at the store-level
73. Invest in mobile POS
74. Minimize POP waste
75. Mobility will be a big focus this year
76. Take a structured approach to visual technology and art
77. Support our customer service teams with better technology so they are more productive
78. Stop shrinkage
79. Create a single view of all our data – POS, loyalty, etc.
80. Improve the in-store experience by integrating shopper technology
81. Focus more on my customers and work to constantly improve their experience
82. Remote device management
83. Improve customer service
84. Figure out how to use mobile - both in the store and to drive people to nearest locations

85. Multichannel management – create a seamless connection between channels
86. Figure out a way to convert more of our online browsers to buyers
87. Increase online engagement
88. Expand upon applications for prepaid cards
89. Get our online business up and running
90. Roll out in-store pickup for our online orders
91. Improve our supply chain to become more efficient
92. Diversify to new markets
93. Make sure mobile retail transactions are secure
94. Better understand our customers' needs and wants
95. Innovate around mobile and radio frequency management
96. Maximize our floor space in each location
97. Create new consumer packaging using 3D technology
98. Automate technology to increase customer share
99. Greater penetration in wireless PCI scanning
100. Roll out mobile solutions
101. The rule is "There is no rule. I don't want to restrict myself to what I can do this year."

Learn more about MaxPoint's Retail Advertising Platform at **[www.maxpointinteractive.com](http://www.maxpointinteractive.com)** or **call 800-916-9960**. Follow MaxPoint on Twitter **@maxpoint\_int**