Where GS1 standards apply in today’s shopper journey
Enabling a seamless consumer experience across all channels
GS1 UK can support retailers and brands deliver the right information at the right time on the right device and in the right location. By leveraging the relevant GS1 standards, businesses will benefit from:

- Better search results by enabling consumers to find the products and information they need
- Greater visibility of their products in online searches. Improved, accurate online product information
- Shared product information via consumer-facing mobile devices and websites, which ultimately drive sales.

GS1 UK can support retailers and brands manage their supply chain to be where the customer is, not where you want them to be. By leveraging the relevant GS1 standards, businesses will benefit from:

- Offering a seamless consumer experience making it easy for people to discover and purchase products wherever they are
- Real time product visibility and availability with accurate information across all digital and physical channels – 24/7.

GS1 UK assists businesses develop closer relationships with customers. By leveraging the relevant GS1 standards, businesses will benefit from:

- Providing access to additional rich content
- Providing better customer services
- Easier order tracking
- Fast and precise response to product recalls
- Personalisation through smarter analytics of customer behaviour.

Data in this infographic is from Planet Retail’s shopper insights – ‘Shopology’ (tracking the shopping behaviour and attitudes of 22,500 shoppers in 15 markets every quarter).
GS1 UK Key Initiatives in Omnichannel Retailing

We are working with industry on a transformational programme in support of omnichannel retailing - to enhance and optimise key areas of the customer experience. This programme will deliver standards and solutions that are fundamental to enabling a seamless experiences across all channels, systems and devices.

Mobile

Drawing on the output of workshops run jointly by the GSMA and GS1 UK, we are actively supporting the development and implementation of a consistent interoperable framework, and related processes, for the mass distribution and acceptance of digital coupons via multiple mobile operators and other distributors that will allow consumers to use and redeem digital coupons seamlessly anywhere. This will also enable brands and retailers to issue tailored offers and be able to fully measure the effectiveness of campaigns faster.

Search

GS1 UK has been working collectively with our members, standards organisations (W3C) and search engines (Google) to make it easier to discover and describe products on the web. Bringing GS1 standards into the web will greatly enhance online product search and improve efficiency in product information management.

Click & collect

GS1 UK has identified how existing standards can help provide retailers with complete visibility of each individual trackable item throughout the supply chain.