



The Global Language of Business

Where GS1 standards apply in today's shopper journey

Enabling a seamless consumer experience across all channels



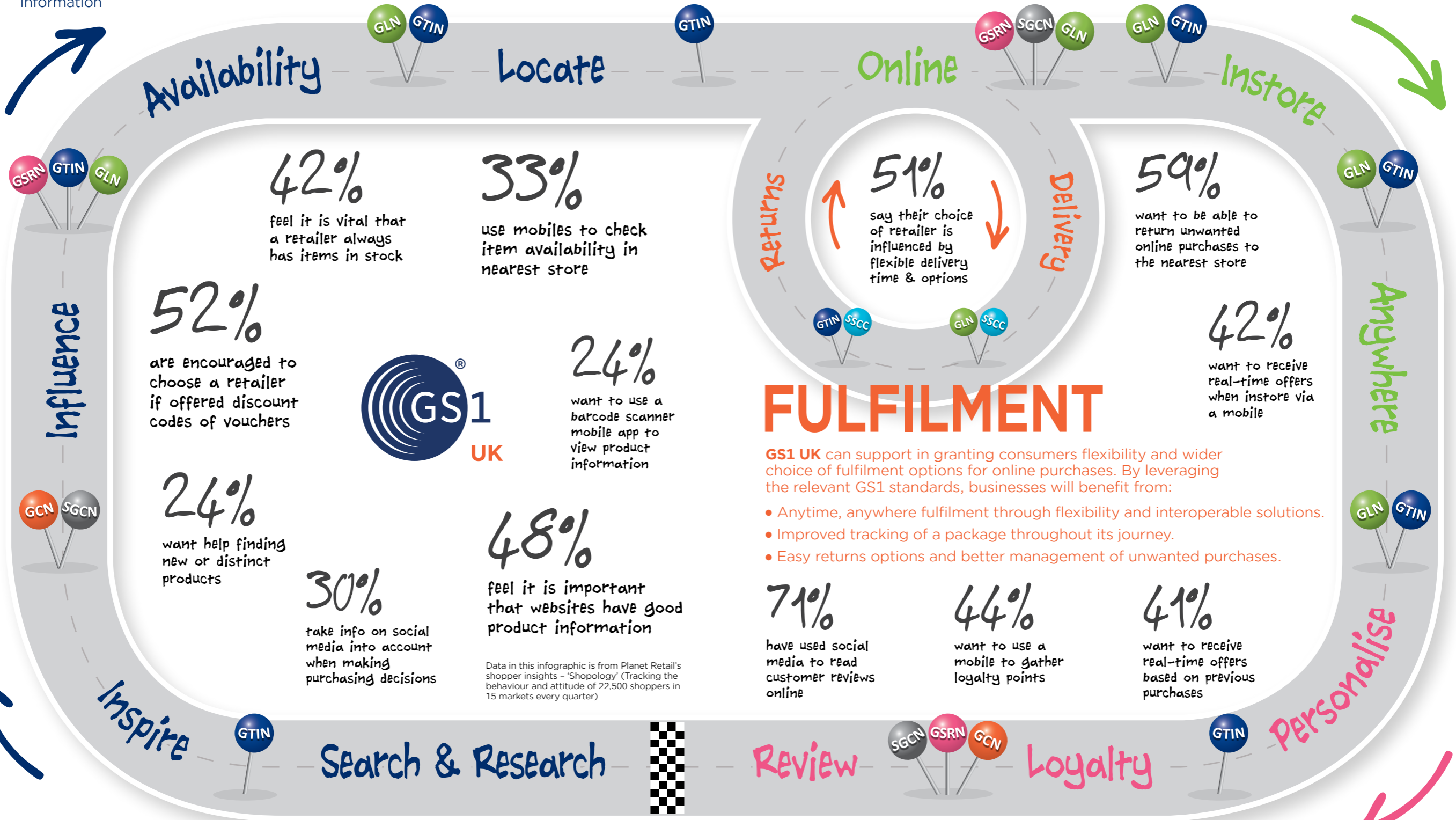
PLANNING

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.



PURCHASING POST-PURCHASE

FULFILMENT

GS1 UK can support in granting consumers flexibility and wider choice of fulfilment options for online purchases. By leveraging the relevant **GS1** standards, businesses will benefit from:

- Anytime, anywhere fulfilment through flexibility and interoperable solutions.
- Improved tracking of a package throughout its journey.
- Easy returns options and better management of unwanted purchases.

- 71% have used social media to read customer reviews online
- 44% want to use a mobile to gather loyalty points
- 41% want to receive real-time offers based on previous purchases

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.

GS1 standards

- GTIN** Global Trade Item Number
Identify trade items at any point in the supply chain
- GCN** Global Coupon Number
Identify, issue and redemption of coupons
- SGCN** Serialised Global Coupon Number
Identify, issue and redemption of personalised coupons
- GSRN** Global Service Relation Number
Identify relationships between retailers/brands and their customers
- GLN** Global Location Number
Identify an entity or location within the supply chain
- SSCC** Serial Shipping Container Code
Identify a consignment or parcel within the supply chain

Data in this infographic is from Planet Retail's shopper insights - 'Shopology' (Tracking the behaviour and attitude 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.



We are a community of over 28,000 members operating primarily in the retail, foodservice and healthcare sectors. We are one of 111 independent, not-for-profit GS1 organisations across 150 countries worldwide.

GS1 standards for identifying, capturing, and sharing information - about products, business locations, and more - make it possible for companies to speak the same language, connect with each other, and move their business forward.

To find out more about our omnichannel programme and be part of our initiatives visit www.gs1uk.org or email ecommerce@gs1uk.org

Staple Court,
11 Staple Inn Buildings
London
WC1V 7QH
T +44 (0)20 7092 3500
F +44 (0)20 7681 2290
E info@gs1uk.org

Member Support Team 0808 178 8199
www.gs1uk.org



GS1 UK is a company limited by guarantee and registered in England and Wales under company number 1256140. Registered office Staple Court, 11 Staple Inn Buildings, London, WC1V 7QH. VAT number GB287940215.



Planet Retail is the leading provider of global retailing information, from news and analysis to market research and digital media. Covering more than 9,000 retail and foodservice operations across 211 markets around the world, many of the world's leading companies turn to Planet Retail as a definitive source of business intelligence.

Data in this infographic comes from Planet Retail's shopper insights - 'Shopology'. Tracking the behaviour and attitude of 22,500 shoppers in 15 markets every quarter, Shopology monitors how spending in 14 categories is being channelled, while revealing what drives and influences purchasing decisions. For more information please visit **PlanetRetail.net**

AirW1
20 Air Street
London
W1B 5AN

T +44 (0)20 7715 6000
E info@planetretail.net
[@planetretail](https://www.planetretail.net)

planetretail.net



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Company No: 3994702 (England & Wales) - Registered Office:
c/o Top Right Group Limited, The Prow, 1 Wilder Walk, London W1B 5AP

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