

94: The future state of retail with Mike Saunders

On the last [Biz Takeouts Marketing and Media Radio show](#) we chatted to Mike Saunders ([@mikeasaunders](#)), CEO of Digitlab ([@digitlabsa](#)). We find out more about the agency and take a closer look at the recently release report from Digitlab - The Future State of Retail.

Get all the information by listening to this week's podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)



Lineup

Via telephone on Thursday 19 June we hosted Digitlab. CEO, Mike Saunders.



The report, focuses on five digital disruptive forces affecting customers of retailers. What are these forces?

Mike Saunders: These are the five elements we believe the retail players need to focus on to be successful in the digital space.

Social - the big trick here is that you are trying to connect consumers. Using the power of crowds and influence.

Mobile - mobile device gave us a platform where we can take the technology and information with us in store. So retailers can communicate with customers at the place where the purchase is happening.

Data - trying to understand the data we have access to, meaning we can have greater understanding of the customers.

Ecommerce - this is the disruption of transactions, the impact of make transactions take place in the online space.

Basically, this allows transactions to happen anywhere and not just in store.

Connected Objects - also known as the Internet of things. In the special world we look at how humans connect with humans, but in the Internet of things, we connect machines to machines to machines allowing them to operate each other with no human interaction. The impact is on data we can collect from purchases.

Who should download The Future State of Retail report?

Mike Saunders: If you are a brand, selling products in a store, a key aspect of the report is how to create a customer experience in the store. Retailers themselves as well as shopping centres. These are the three stakeholders we have focused this report on.

The Future State of Retail Download: <http://retail.digitlab.co.za/>

Get all the other information from Mike Saunders, DigitLab and the Future state of Retail by listening to this week's podcast.

The news roundup covered:

- [\[Cannes Lions 2014\] SA takes three Promo & Activation Lions](#)
- [The future of digital marketing is integrated. Learn to embrace it](#)
- [Is creating co-dependent business ecosystems the new competitive advantage?](#)
- [Heavy Chef to host Gareth Cliff on 24 June 2014 in Johannesburg. Book now!](#)
- [Digital Media Sales Executive](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding ([@bizwazza](#)) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (32.2MB) or [listen](#) to the podcast (17:38min).

Episode 94: The future state of retail with Mike Saunders

Date: 19 June 2014 **Length:** 17:38min **File size:** 32.2MB **Host:** Warren Harding



Bizcommunity.com's **Biz Takeouts Marketing & Media Show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.

For more:

- Bizcommunity Special Section: [Biz Takeouts](#)
- Bizcommunity Search: [Biz Takeouts](#)
- Previous Biz Takeouts podcasts: [Bizcommunity](#)
- Bizcommunity: [twitterfall](#)
- Twitter Search: [#biztakeouts](#) OR ["Biz Takeouts"](#)
- Email: biztakeouts@bizcommunity.com

For more, visit: <https://www.bizcommunity.com>