

# What Facilities Departments really do:

Advertising    Social Reviews    Digital Messaging    Merchandising  
Billboards    Product Reviews    In-Store    Word of Mouth



## Retail in the Consumer Age

All touch points build an overall experience and connection to the brand. The in-store experience is a tipping point as it is the most immersive brand experience retail offers.

More than 80% of shoppers made their last purchase in a store.



NOW OPEN

Traditional brick and mortar stores generate more than 90% of US retail sales



## Experience Matters

The new consumer is digitally informed, socially influenced and hyper sensitive. No longer shopping for products, but rather a holistic experience.

### The live store environment

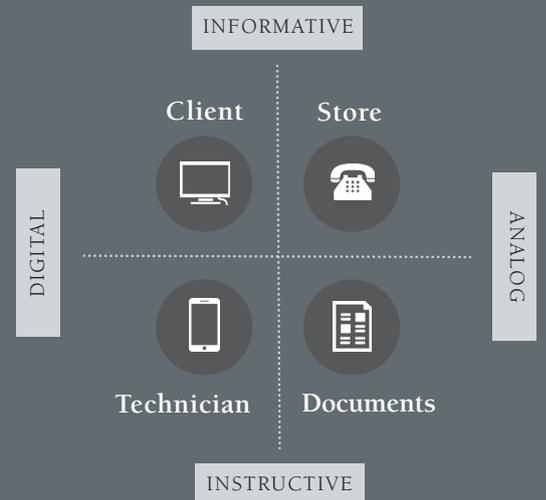
remains the most comprehensive experience as products, personnel and store conditions intersect with the consumer. Now, more than ever, it is important to get that in-store experience right.

More than two-thirds of Americans prefer to shop in store versus online



## THE COMMUNICATIONS GRID

How many people does it take to screw in a light bulb? We count at least four...



### R&M

Preserving and protecting the brand experience with a balanced approach of urgency and tact.



### Projects

Creating new brand experiences using strategies that minimize disruption during the process.



### Survey

Supporting decision making by filling in the data gap with sound measurements, quality photos and accurate store characteristics.



### R&D

Discovering solutions for unique problem statements and converting good ideas into great programs.



### Training Studio

Bespoke solutions and brand specific training.

# Supporting the In-Store Experience

## A Live-Store Specialist?

Resicom is a specialty contractor focused on stores that have already been built. Traditional construction methodologies often come at the expense of the in-store experience. We temper our services against the importance of minimum disruption while maintaining 100% functionality during the course of work.

[www.livestoreexperts.com](http://www.livestoreexperts.com)

