Retail Innovation Shout Out: Target Works to Delight Consumers in the Baby Section

by Sara Hesson

As the lines between online and in-store continue to blur, retailers are taking advantage of the virtual shopping benefits of tablets. Not only do tablets allow consumers to shop remotely, but when used in-store, they unlock opportunities to connect retailers’ digital capabilities to the consumer’s physical shopping experience.

Yet while adding technology to the in-store experience creates a useful tool, brick and mortar stores can also innovate the consumer experience by developing their unique strengths around in-person consumer interaction. Target, in an effort to capture more of the hyper-competitive baby market, is doing both.

In a pilot program started late this summer, the retailer is adding specialty trained staff and iPads to the baby section to provide shoppers with easy access to relevant product and care information while in-store. Several iPads have been loaded with content from Johnson & Johnson’s BabyCenter, and trained staff are present to provide knowledgeable and personal interaction with consumers. While Target is making these moves in an attempt to put themselves on par with specialty baby stores, the easy access to information also allows shoppers to make decisions more quickly, and feel more confident in their purchases.

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