

# Enhancing the Consumer Experience:

## Return to Retail with [Lenovo ThinkIoT Smart Retail Solutions](#)

In the last six months, the way most of us live and work has changed significantly. For the retail sector, this abrupt change and subsequent impact on **consumer buying behavior has been uniquely challenging**. While bulk sales of groceries and household essentials left some shelves bare, and home improvement sales saw an uptick as consumers spent more time at home, other lifestyle retailers saw a sharp decline in sales.

To understand this unprecedented year for consumers, Lenovo, as part of its **Think IoT Smart Retail announcement**, conducted a US survey of over 1000 consumers to provide insight into what external factors and emotions are behind buying behavior during the pandemic.

Findings revealed **nearly half of consumers started shopping online more** frequently as a result of stay-at-home orders and social distancing precautions.

As consumers begin to return to in-store shopping, **safety is still a key concern, and 66% believe it is the retailer's responsibility** to keep them healthy and safe while they shop.

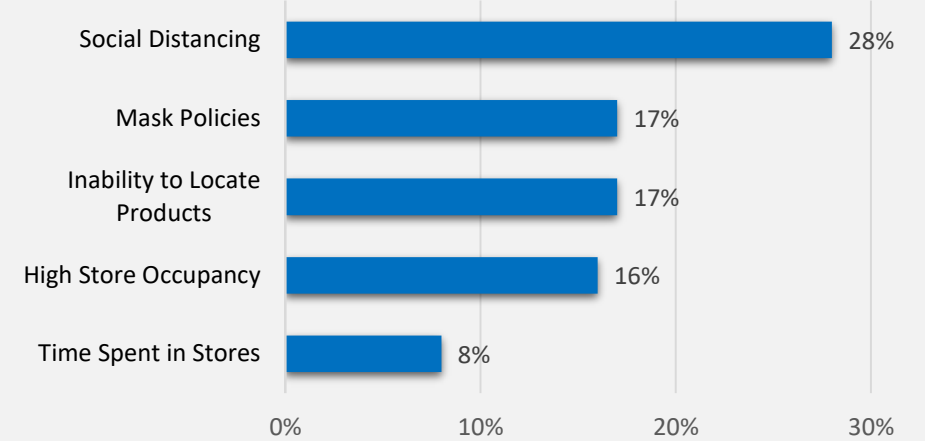
Economic uncertainties around personal finances may also be playing a large part in consumer spending as **61% said their spending at retailers hasn't yet returned to pre-COVID-19 levels**.

As consumers return to stores, retailers need to be looking for new and innovative ways to **ensure customer health and safety**. Lenovo's new Think IoT Smart Retail solutions can directly address these concerns to **improve the customer experience** by enabling better inventory availability and product interaction while simultaneously driving labor efficiency, while **making stores safer for shoppers** during COVID-19.

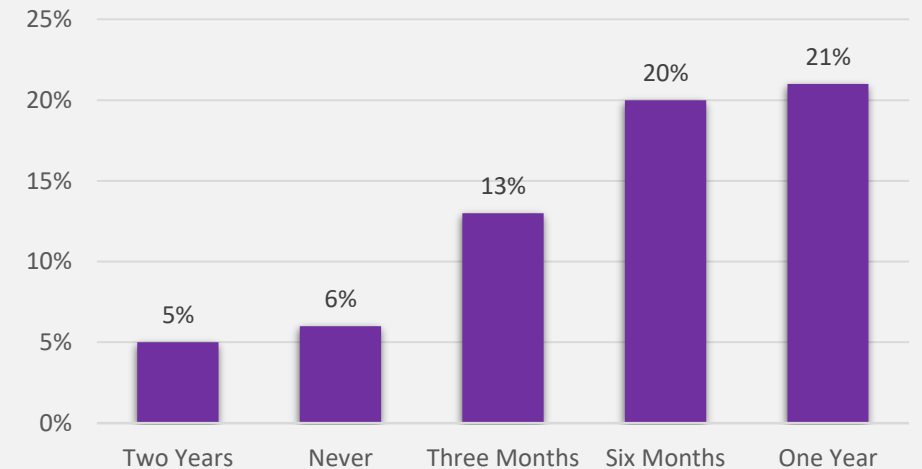
Innovative features shoppers are most excited about for in-store purchases:

- Real-time price updates
- Product availability
- Personalized advertising for relevant deal

### Top Concerns for In-Store Shopping



### Shoppers' Anticipated Timeframe to Return to Normal Personal Spending



Lenovo survey conducted Sept. 24, 2020 of 1,000+ employees in the U.S.

Lenovo