



Let's Get Started

PHYGITAL IN PRACTICE:

A RETAILER'S GUIDE TO ENHANCING IN-STORE EXPERIENCES WITH DIGITAL





INTRODUCTION

Why Phygital Matters

Retail is evolving rapidly, and customer expectations are higher than ever. The fusion of physical and digital (Phygital) is transforming how retailers engage with customers in-store. This guide explores how to practically implement phygital strategies to enhance customer experience and drive business growth.

Trust Systems

LET'S DO IT!



UNDERSTANDING THE LADSCAPE

Phygital: The combination of physical and digital for enhanced experiences.

Omnichannel: A customer-focused strategy that creates a seamless experience across all brand touchpoints.

While both aim to blend physical and digital, omnichannel ensures consistency across channels, whereas phygital brings digital tools into the physical store environment to enhance real-time engagement.



THE BUSINESS CASE FOR PHYGITAL

Phygital strategies help retailers:

- ✓ Increase customer engagement and dwell time
- ✓ Bridge the gap between online and offline shopping
- ✓ Differentiate the in-store experience
- ✓ Gain insights through real-time analytics

Examples include interactive kiosks, lift-and-learn displays, and location-based offers.





PHYGITAL TOOLKIT:

Phygital Toolkit:

1. HARDWARE

- Digital signage
- Interactive kiosks
- Tablets and sensors

2. SOFTWARE

- Content Management Systems (CMS)
- Analytics platforms
- Integration tools

3. SERVICES

- Content creation
- Remote management
- 24/7 support and monitoring



IMPLEMENTATION ROADMAP

- 1 Define your objectives
- 2 Audit your current technology
- 3 Choose the right partners
- 4 Pilot and test solutions
- 5 Roll out and measure success



CHECKLIST: IS YOUR STORE PHYGITAL-READY?

- ➔ Do you offer consistent experiences across all channels?
- ➔ Are digital tools integrated into your physical store?
- ➔ Can customers interact with digital displays or kiosks?
- ➔ Do you collect and use real-time data to improve service?
- ➔ Is your team trained to support digital experiences?

CASE STUDY

Holland & Barrett

Product Family: Digital

Solution: Interactive Digital Experience

Services: Design, Deploy, Manage & Data Analytics

Key Outputs:

- Driving additional revenues with real-time analytics
- Creating an immersive customer experience

Key Benefits:

- **Enhanced Customer Engagement:** Interactive displays encourage customer interaction and dwell time.
- **Data Driven Decision Making:** Analytics provide real-time insights into customer preferences and behavior.
- **Increased Sales and Upselling Opportunities:** Digital signage educates customers about product features, benefits, and comparisons, making it easier for them to make informed decisions.

Summary

We deployed an interactive digital experience at Holland & Barrett using our Lift 2 Inspire solution, partnered with Evexi. Customers can pick up products and instantly see dynamic content, creating a more immersive shopping journey.





ABOUT TRUST

We are a UK-based Network, Cloud and Digital Managed Service Provider. We help organisations design, deploy and manage secure, scalable IT infrastructure, empowering innovation, business agility and performance.

Our solutions span:

- Enterprise Wi-Fi & Network Security
- Hyper-converged Infrastructure
- Digital Signage & Display
- POS Integration & Mobile Tech
- Cloud Hosting & Application Services
- 24/7/365 Remote Support & IT Service Desk

We partner with Samsung, Ergonomic Solutions, Lenovo, Crown Hosting, Dell and many more best-in-class technology partners, enabling us to tailor resilient, flexible, and future-ready solutions that fit your business.

Whether you're delivering multi-site retail operations, modernising your data centre, or scaling your enterprise network, we provide the foundation and flexibility to support change, growth, and long-term success.

Our tiered managed service model, combined with deep sector expertise, means we simplify complexity and make technology work for you—not the other way around.

Ready to Go Phygital?

Whether you're exploring digital signage for the first time or looking to enhance your existing in-store experience, we're here to help.

Contact us today to start your phygital journey. Let's make digital work for you.



CONTACT US