



Give consumers information they can trust. Get their loyalty in return.

The industry has a joint responsibility to enrich the online and mobile shopping experience by providing trustworthy digital product information that goes beyond the label.

Beyond the Label: Providing Digital Information Consumers Can Trust

Consumers' lives are changing due to the new technologies they are using at home, at work, in stores and on the go – and so is their shopping and consumption behavior. In this connected world, consumers are increasingly using these technologies to search for additional product data beyond what is on the label or packaging. Manufacturers and retailers must realize that like it or not, this is happening now, and by not playing an active role, brands and stores are impacted.

Unfortunately, the digital information consumers receive is often inaccurate, incomplete or missing entirely. The rapid rise in the use of smartphones, tablets and other mobile devices as well as the growing use of mobile barcode scanning applications will only accentuate the problem.

Consumers Need Information They Can Trust

Consumer research conducted by GS1 UK and the Cranfield School of Management tells the story: 91% of mobile barcode scans returned incorrect or incomplete product descriptions.

Inaccurate and incomplete digital product information – especially when it relates to authoritative data like ingredient and nutritional information – erodes consumers' trust in products, brands, stores and the entire B2C experience. Global research conducted by GS1 demonstrates that trust lies at the core of the issue:

- 74% of consumers consider it important that product information is trustworthy.
- 38% would not purchase the product if they did not trust the product information displayed about it on their smartphone.
- 35% would never use a mobile shopping app again if it contained incorrect product information.

“The number of people searching for products and shopping with smartphones is growing in the triple digits with no signs of slowing. At the same time, unauthenticated sources are proliferating.”

**Sanjay Sarma, Co-Founder of the Auto-ID Lab,
Massachusetts Institute of Technology**



“Providing accurate information about our products is a critical part of building trust with our consumers.”

Werner Geissler, Vice Chairman,
Global Operations, Procter & Gamble

Taking Action to Improve Digital Product Data

Concerns about the quality of authoritative digital data, together with converging industry nutritional initiatives, have already led local GS1 member organizations to work with brands to explore addressing these challenges. The goals of this initiative support all key stakeholders by:

- Protecting the brand, as both the brand experience and the “moment of truth” when a consumer makes a purchase decision are increasingly moving online.
- Improving the shopping experience and helping shoppers make informed decisions.
- Raising consumer confidence that the product information they access is accurate and authentic, no matter how or where they shop – in store, online or with their smartphones.
- Increasing sales – simply stated, better product information means better sales.

The Benefits and Vision: Everybody Wins with Good Digital Information

Many kinds of online and mobile initiatives are currently under way – by individual retailers and manufacturers, GS1 member organizations, private ventures and others – and many more will come. Now is the time to establish alignment on a common foundation for these initiatives to provide

trustworthy authoritative consumer information. The Consumer Goods Forum and GS1 need to play a pivotal role in establishing a business-led approach towards a solution that is based on consensus among manufacturers, retailers and technology providers.

The right solution can help the industry realize the digital data vision: Brand owners can share relevant product information easily, thus building trust and loyalty with consumers. Application providers can ensure they are delivering authentic data. And consumers can feel confident that the digital product information they access is accurate, no matter how or where they shop.

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“Worldwide 40% of the requests generated by scanning a product’s retail barcode and received by Scanbuy’s ScanLife application can’t be authoritatively connected to a product.”

Mike Wehrs, CEO, Scanbuy

Read the full report,
“Beyond the Label: Providing
Digital Information Consumers
Can Trust,” co-authored
by GS1 and Capgemini.

www.gs1.org/BeyondTheLabel

