CRACKING THE CODE FOR CONSUMER-FIRST RETAILING

RETAILERS NEED TO DELIVER A SEAMLESS, CONVENIENT AND NONINTRUSIVE SHOPPING EXPERIENCE

TOP 6 INFLUENCERS FOR DIGITAL PURCHASES

- No hidden fees: 83%
- Right product selection: 76%
- Ease of finding information: 72%
- Fast and easy checkout: 66%
- Consistent cross-channel experiences: 55%
- Option to buy online pick up in store: 43%

Digital shopping functions (online and mobile) not only generate immediate sales, but shoppers say they are important influences for future sales as well.

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EVOLUTION OF BUY ONLINE AND PICK-UP IN-STORE (BOPIS)

Use BOPIS for fulfillment: 62%
Experience BOPIS service failures: 49%
Use BOPIS frequently: 16%

Ordering online and picking up purchases in stores has become the new normal, but it has also created new risk of service failures.

REASONS FOR BOPIS SERVICE FAILURES

- Long wait in line: 27%
- Inconvenient pick-up location: 19%
- Order not ready for pick-up: 14%
- Associates not well trained: 14%
- Order could not be found: 10%
- ID and payment verification was excessive: 9%

Poorly executed BOPIS services disappoint shoppers. Solutions include using location-aware messaging to send alerts about the status of orders (favored by 50% of shoppers) and improving business processes, training and policies.

RETAILER SOCIAL MEDIA TACTICS THAT SHOPPERS DISLIKE

- Using social to personalize experiences: 83%
- Product recommendations based on social network preferences: 81%
- Attempts to influence purchases via social sites: 79%

Shoppers regularly use social media. This level of popularity appears to be a golden opportunity for retailers to nurture engagement and drive sales...BUT...

- Of shoppers have a NEGATIVE reaction to retailers using social media to influence purchases, recommending products and sharing deals
- Retailers risk triggering a culture clash with shoppers if they do not understand and follow the rules of social networks.

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Sources: "RIS/EKN "Customer Engagement Tech Trends 2014." All other data from the RIS/Cognizant "2014 Shopper Experience Study."