

# MOBILIZING RETAIL SUCCESS IN THE AGE OF THE CONSUMER



Today's retail consumers have more choice and more control than ever before. Omnichannel options give them access to more than 1 billion different products globally, empowering them to shop, compare and purchase goods from virtually any retailer, anytime, anywhere.

CONSUMERS HAVE ACCESS TO  
**1 BILLION**  
PRODUCTS GLOBALLY

For retailers, earning and keeping a customer's business and loyalty requires more than product and price alone. It requires mobilizing your employees to deliver a truly superior customer experience that measures up to customers' expectations at every turn.

## THE CHALLENGE:

High expectations and low barriers to change



Consumers who expect companies to provide a consistent experience whether web, mobile, social or in person.



Consumers who want companies to respond and interact with them in real time.



Consumers likely to switch brands if they're treated like a number instead of an individual.

## THE OPPORTUNITY:

Why in-store shopping is key to standing out



More consumers purchase items in-store rather than online.



**2.5X**

Consumers who receive exceptional experiences spend 2.5 times more than those who do not.

## WHAT THEY ARE LOOKING FOR:

### PERSONALIZATION

**3/4** 3 out of 4 consumers prefer retailers who deliver personalized customer service experiences

**77%** 77% of consumers have selected, recommended or spent money on brands that focus on personalization

**87%** 87% of consumers prefer brands that predict behavior and adapt the experience to them

Majority of consumers are willing to share personal data in exchange for personalized experiences, offers and discounts

### SEAMLESS SHOPPING CONVENIENCE

**75%** 75% of consumers expect companies to provide a consistent experience wherever they engage with them (across all channels)

**71%** 71% of consumers say they have one or more retail apps on their phones - - - 74% access them at least once a week

**71%** 71% of consumers want to be able to browse an offline store's inventory online

**39%** 39% of consumers are unlikely to visit the store if they cannot view the store's products online

### A TOUCH AND FEEL EXPERIENCE

**90%** Primary reason 90% of consumers choose to shop in store is to touch and feel products

**72%** 72% of Millennials prefer to spend their hard-earned cash on experiences rather than on material goods

**62%** 62% still prefer to talk to a human rather than a machine

### FLEXIBLE ORDERING AND DELIVERY

**74%** 74% of consumers say they are likely to switch brands if the retailer doesn't provide an easy checkout process

**50%** 50% of consumers expect the option of purchase online and pick up in store

**49%** 49% of consumers say they choose stores over the web because they want "to take items home immediately"

**45%** One large big box store (HD) reports 45% of its online sales are now purchased online and retrieved in the store.

## THE SOLUTION:

Empower your associates to elevate the customer experience

Mobility empowers your associates to deliver more value to customers while helping you create a smarter in-store environment that aligns to your business goals.



## TIPS FOR SUCCESS:

- 1 Understand your customers:** Empower associates to access and leverage data to get a full picture of customer behavior and preferences.
- 2 Create unique experiences:** Infuse more value into the in-store experience with a variety of new services such as geo-location and personal assistance, memberships rewards and seamless order-pay-delivery methods.
- 3 Make technology an integral part of your business:** Experiment with new business processes, technologies and models that can adapt to your customers' needs today and tomorrow.

Learn how to mobilize your retail success with innovative enterprise mobility solutions from Spectralink. Call 1-800-775-5330 or email [sales@spectralink.com](mailto:sales@spectralink.com).



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