

Making retail stores matter in the omni-channel world

Whether shopping online or in a physical store (or both), global shoppers want a consistent, hyper-relevant customer experience.

Omni-channel shoppers have a 30 percent higher lifetime value for retailers than their single-channel counterparts.



30%
higher lifetime
value



52%

Prefer to
purchase in a
physical store

Even when shopping in a physical store, shoppers still rely on their smartphones:

- **36%** compared competitive pricing
- **36%** researched products
- **31%** accessed a coupon or promo code
- **25%** checked product or retailer reviews

Knowledgeable sales associates are essential to providing a better in-store shopping experience through customer service.

Retail smartphones can elevate the in-store experience, giving workers up-to-date info on:

- Online offers /promotions
- Product inventory
- Competitor prices, and more



40%

cite knowledgeable
sales associates as
important to their
in-store shopping
experience

[CLICK HERE](#) TO LEARN HOW SPECTRALINK SUPPORTS THE NEW MODERN RETAILER

Sources: Innovative Retail Technologies – “A Five-Point Omnichannel Formula for Retailers” by Christine Kern – September 28, 2015 – www.innovativeretailtechnologies.com/doc/a-five-point-omnichannel-formula-for-retailers-0001; They say they want a revolution – Total Retail 2016 – www.pwc.com/totalretail