

# CUSTOMER EXPERIENCE IN THE RETAIL INDUSTRY

Customer experience in the retail industry is the customer's perception of how a brand treats them. This perception affects behaviors that lead, or not, to customer loyalty.

**The smoother and more unified this journey is, the more excellent the customer experience.**

- 1 Customers enter the store or open the website
- 2 Then go through the buying and billing process
- 3 Until delivery and after sales care

**86%** OF CUSTOMERS will pay more to have a better experience. *(Walker Study)*

Spend **17%** more with a company to get excellent service. *(American Express)*



**72%** of customers share a positive experience with 6 or more people.



**58%** of customers prefer shopping online due to the possibility to buy 24x7 *(KPMG - 2017)*

On the other hand, **13%** share negative experiences with 15 or more people.



**OMNICHANNEL RETAIL STORES ARE AT THE TOP OF THE INDUSTRY;**

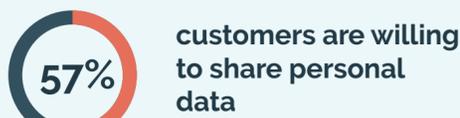
They attract **90%** of customers who switch between at least three apps per day to engage with a brand. *(Think with Google)*

**COMPANIES WITH OMNICHANNEL CUSTOMER ENGAGEMENT STRATEGIES** have an extra **10%** growth annually and **25%** in sales.

**49%** Customers make impulse purchases after receiving a personalized experience. *(Segment)*

By 2020, **85%** of retail customer interactions will be managed by Artificial Intelligence 2/3 of customer experience projects will make use of IT. *(Gartner)*

**67%** companies are satisfied with their investments in retail chatbots. *(Intercom - 2019)*



Companies that use intelligent **PERSONALIZATION** to identify customer intent **WILL INCREASE PROFITS UP TO 15%**. *(Gartner)*

Companies that successfully create both functional and emotional bonding have higher retention ratios compared with those that do not. *(IBM / Ogilvy)*



**WANT TO ADD A RETAIL CONTACT CENTER TO YOUR SHOPPING CART?**

**WE CAN HELP YOU DO IT!**

**ASK US HOW**