

# 5 RETAIL PREDICTIONS

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## FOR THE FUTURE OF RETAIL CUSTOMER ENGAGEMENT

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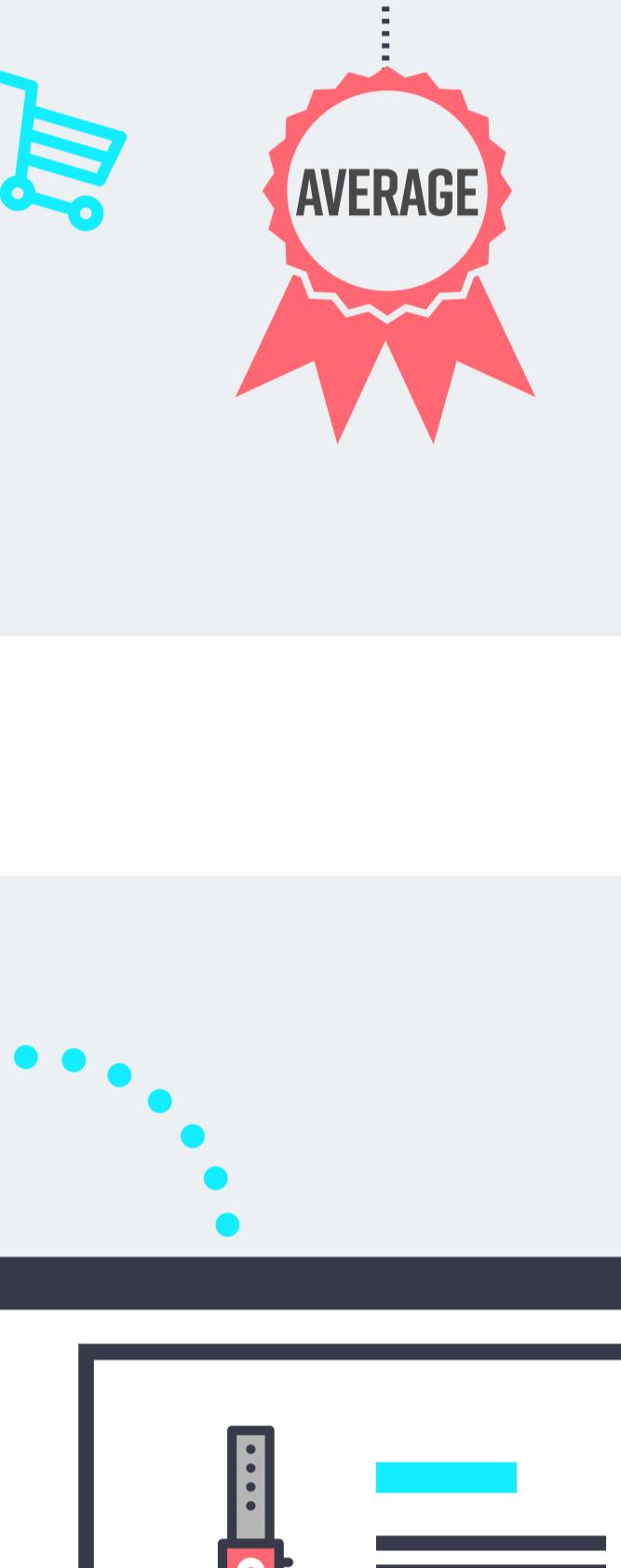
Digital transformation has impacted every aspect of our daily lives - both as consumers and as businesses. These five retail predictions are to show how the shifts of today may play out over the next 5-10 years:

### 1 BALANCE BETWEEN PRICE, SERVICE AND QUALITY

Lower-cost shops are likely to become more boutique-like to keep clientele, but they will need to know the margins well to ensure they don't stretch too thin. It's important to become steadfast across all aspects.

**16%** of US Consumers rated their overall retail store experience as average.

Up 5% from 2017 staff availability, help and service have a high impact on overall experience in the US but are still the least fulfilled.

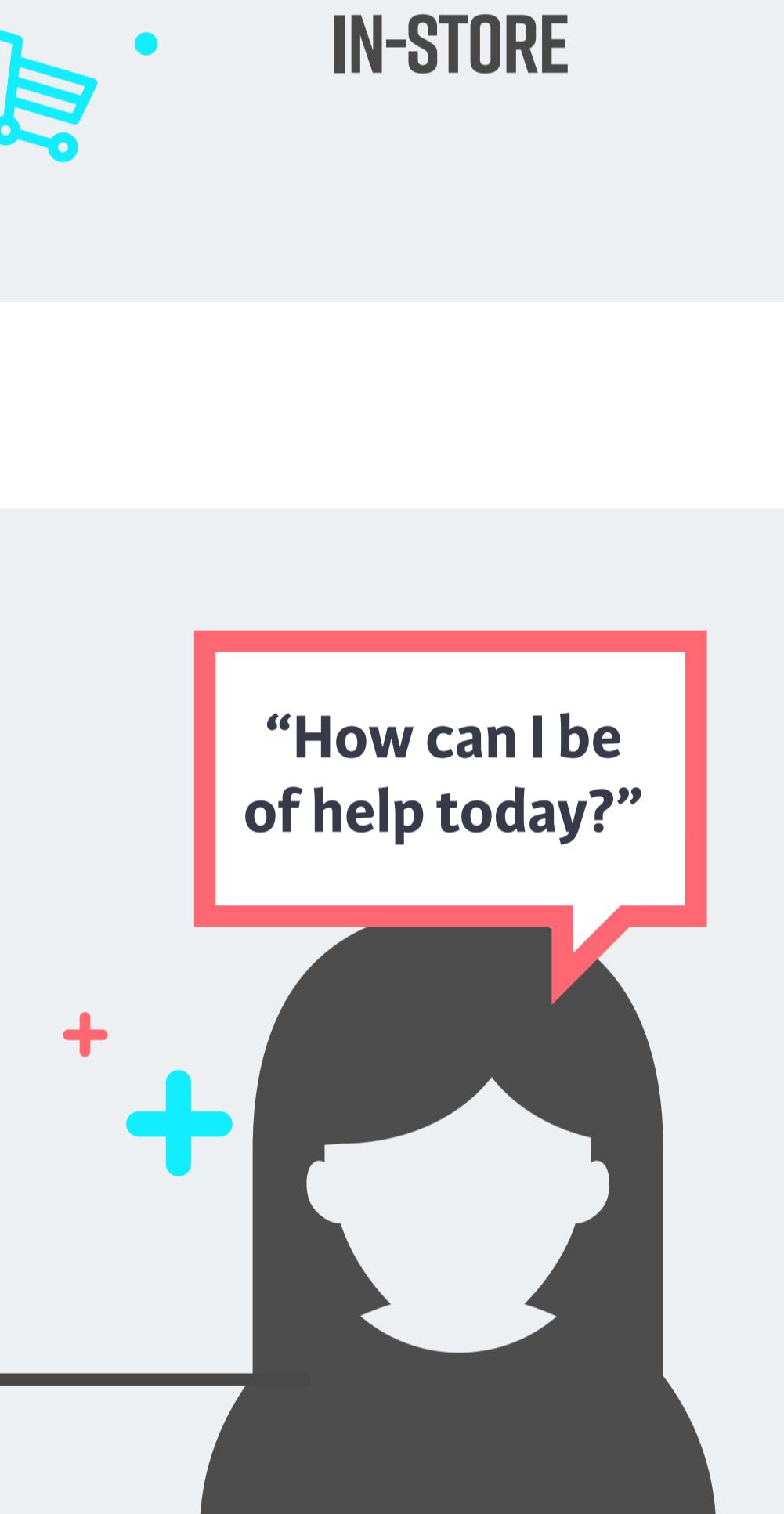


### 2 ONLINE RESEARCH AND IN-STORE PICKUP/ PURCHASE WILL CONTINUE

Starting online and ending in-store will continue to be a process that consumers follow, and retailers will have to come to expect. Those that support and encourage this behavior (e.g. collection with the ability to try on or discuss with someone) will be more successful than those that keep things status quo.

**72%** of US Consumers engage in WEBROOMING or researching online and then buying in store

Up only 1% from 2017, we predict webrooming will continue to rise and be the process that consumers follow and retailers will have to come to expect.

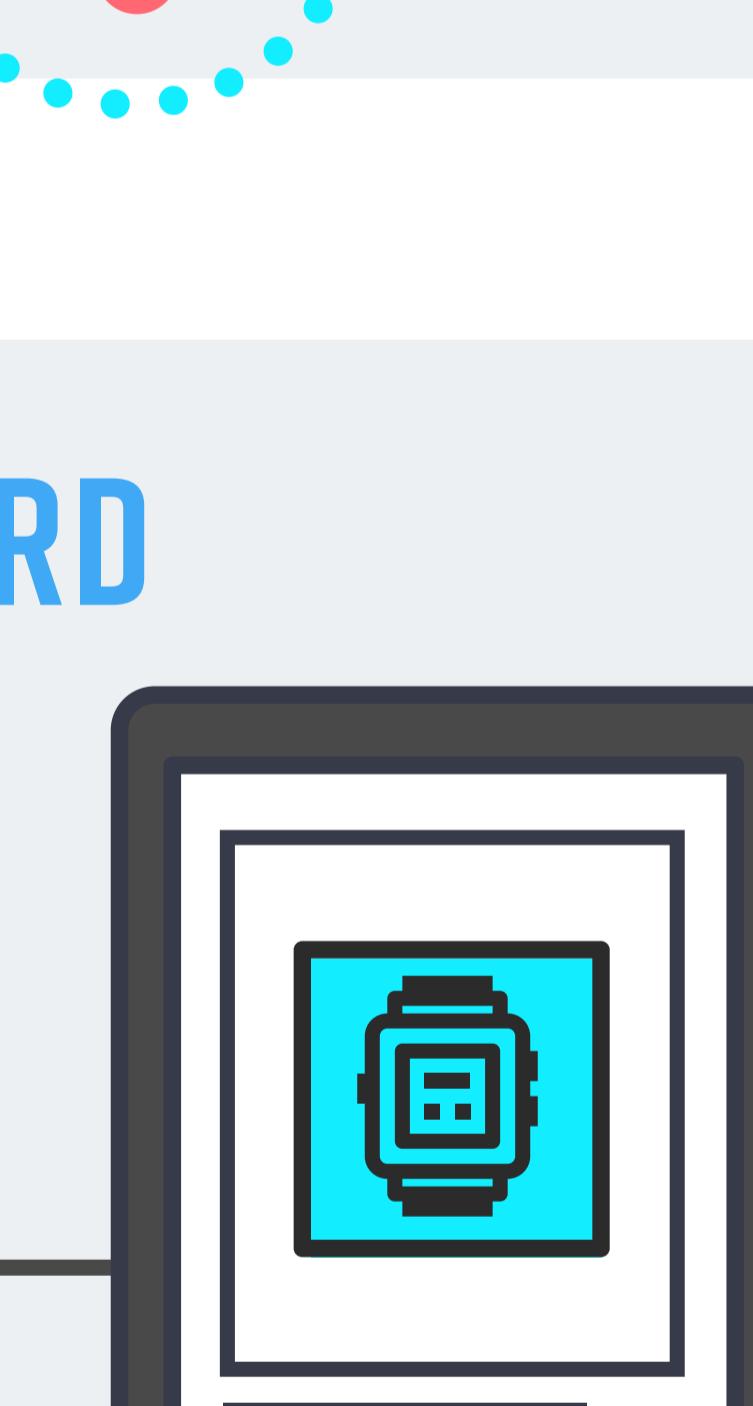


### 3 BEHAVIORAL PREDICTABILITY TO PROACTIVELY ENGAGE YOUR CUSTOMER

The key to true customer engagement is investing the time to get to know your customer. Learn how they think, what they do or might want to do. It's easier and less costly to establish a framework on top of a solid base before you set anything up, whether it be an online experience or physical location.

#### Staff availability, Staff helpfulness and Help & Service

These are urgent priority areas where performance is rated low and US retailers should look to invest to improve.

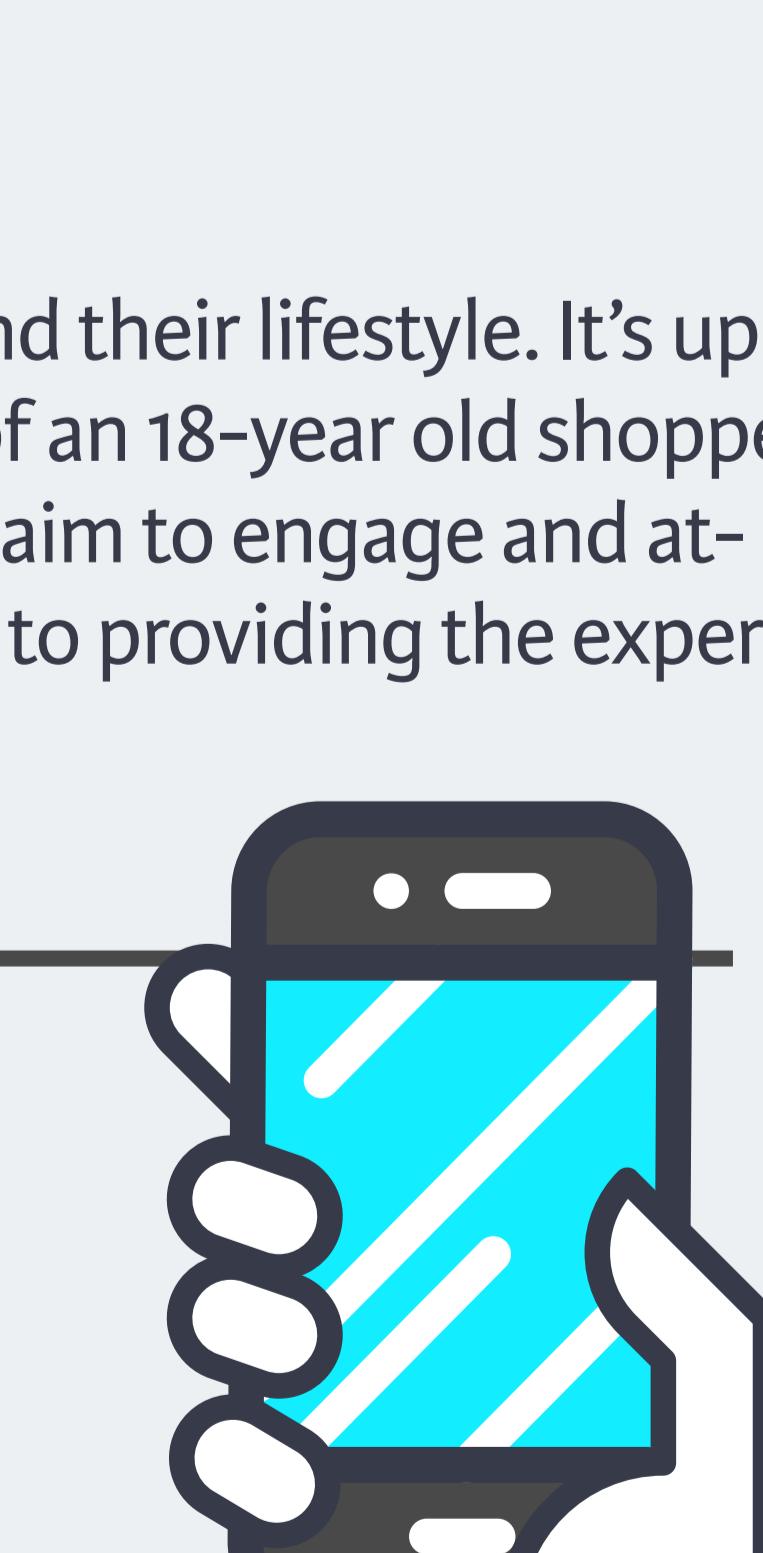


### 4 AGILITY IS MORE THAN A BUZZWORD - IT IS THE WORD

If retailers are talking about themselves as "digitally native," it's safe to assume they apply agile methodologies to ensure they are open to changing things quickly, and are aiming to try new things to ensure customers satisfaction. Those that remain nimble will be the better for it.

**53%** of US respondents often research online and then buy in-store.

Being agile must also incorporate optimizing the shoppers experience, which includes showing what inventory is available and where, and making this process seamless between online and in-store.

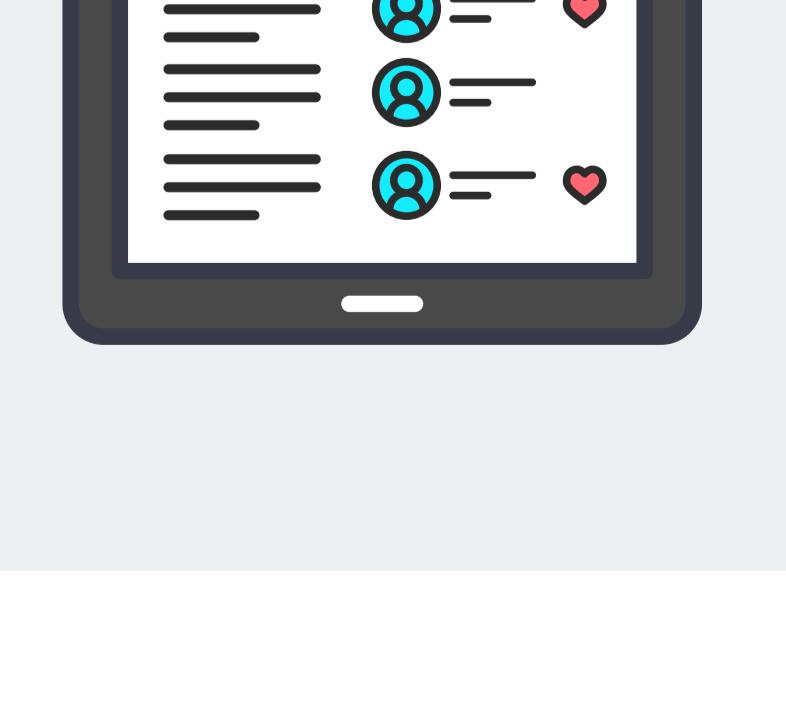


### 5 CUSTOMERS ARE BECOMING DIGITALLY NATIVE

Consumers today, and especially tomorrow, expect to receive an experience that suits them and their lifestyle. It's up to retailers to create a personalized approach for each person. For instance, the expectations of an 18-year old shopper are very different from a 70-year old who doesn't do a lot of tech-based activities. Brands that aim to engage and attract the 18-30 age group must have a digitally native process in mind, as this is absolutely key to providing the experience the shopper expects.

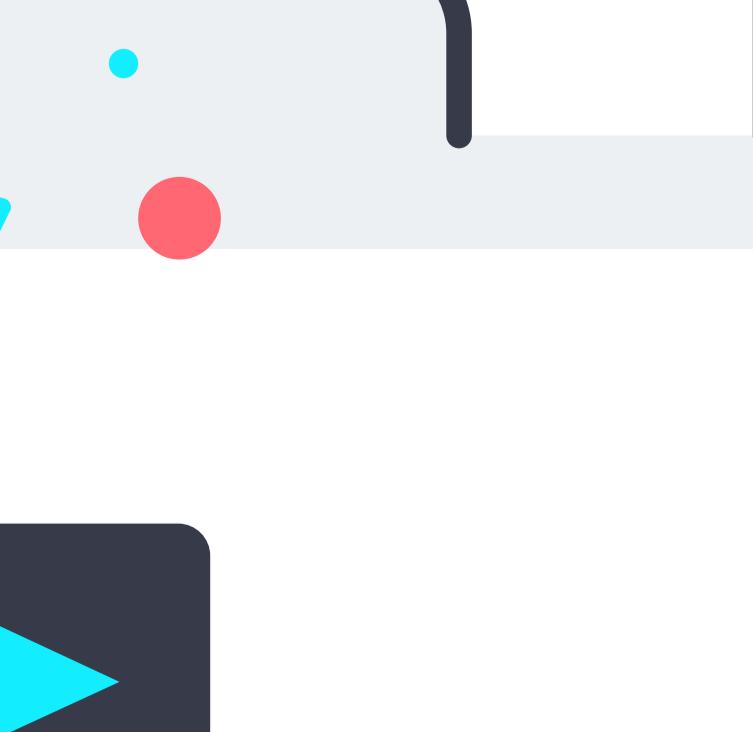
**71%**

of US respondents said that online is better at "showing [me] what others think of the product" helping during the online research phase



**73%**

said "I want to touch and feel the item(s) their purchasing".



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