



How to personalize your shoppers' experience

Retail eBook
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INTRODUCTION

SMART SHOPPERS

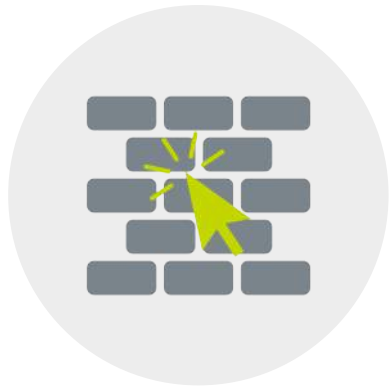
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Introduction



Brick and mortar sales are continuing to decline as online shopping becomes increasingly more favorable. Online retailers are working towards making the online shopping experience as seamless as possible. Not only how quickly packages are delivered, but also accustoming consumers to the simplicity of shopping with the “buy with one click” option.

As a retailer, you can say goodbye to those last-minute checkout items consumers might have reached for while waiting to pay for their merchandise. Furniture, clothing, and electronic stores are taking a hit as Americans continue to spend less.

8-in-10 Americans shop online¹, so how are retailers going to create customer relationships without any face to face interaction?

The answer? Personalized customer service.

In this eBook, we look at current retail trends and explore how to gain customer loyalty without in-person interaction.

Smart Shoppers



Online stores and apps designed to make the shopping experience as stress-free as possible have even started to inform shoppers how much time they've saved through using an online platform rather than shopping for the items themselves.

Where does this leave conventional retailers in ensuring that even if their customers are not coming into their stores, that they'll still stay loyal and continue to be brand ambassadors? Technology can predict buyer behavior and automation can deliver our bread, toilet paper and phone charger just in time, but it's personalization that continues to make a difference.

We live in a new age of sophisticated shoppers, with 73% desiring easier service and 61% wanting it to be faster².

Consumers today are now armed with a powerful tool: choice. With hundreds of options to choose from, consumers now have the power to purchase based on specific needs and differentiators. Savvy shoppers tend to spend a lot of their time researching and considering their purchases – as well as the overall customer experience – before committing. Reviews are easy to come by, and switching between retailers and online stores is even easier.

Shoppers show little brand loyalty, switching between retailers and online from purchase to purchase, depending on which best serves their needs. This is presenting retailers with a unique challenge and they need to find innovative ways to appeal to today's buyers.

Know Your Channels



The experience from buying online is a far cry from the physical act of visiting a retail store. Although some individuals may prefer one over the other, it is important for retailers to understand the value of different channels that are available to their consumers. As online shopping becomes easier, retailers have the challenge of winning customers through their personalized experience.

31% of consumers wish their shopping experiences were more personalized than they currently are³.

Retailers can optimize their customers experience by recognizing the value each different channel has to offer.

Understanding the reasons consumers purchase in each channel, retailers can cater their brand position and create a “Sense of Place” through multiple channels. This is a strong strategy for retailers. In today's day and age, beyond the in-person experience, most retailers have an online presence, social media channels, and a call center experience. Every channel offers a different opportunity to create little “wow” moments for consumers which will ultimately shape the overall brand image.

Creating personalization for customers where they least expect it will help work towards important “wow” moments.

We've Got Your Number



Online channels face the same obstacle, how does an online retailer provide a personalized experience to a faceless shopper? Online shoppers are typically identified by an order number, imagine if they were given a name, their name.

Let's set the stage: You buy a shirt from an online store and are wondering when the shirt is going to arrive. The tracking number states the shirt was delivered yesterday, but you never received the package. You pick up the phone and call the online store. The agent picks up and already knows exactly who you are, why you're calling, and what kind of package you are waiting for. Imagine the kind of personalization that would create for a customer.

80% of those who classify themselves as frequent shoppers say they only shop with brands who personalize their experience⁴.

Maybe the box didn't arrive, but now the customer will remember how simple picking up the phone was, and not having to explain themselves.

Giving your customer a name and not just a number will tremendously strengthen overall brand loyalty.

One Step Ahead



The future will be bright for retailers that can adapt to the ever-changing needs and demands of their customers. As consumers continue to demand a better customer experience, retailers face the challenge of fulfilling this demand.

With a rapidly fluctuating business world, it is important to be one step ahead for industry trends.

Voice technology adoption by retailers and consumer goods marketers will grow by 127%⁵.

- Salesforce

Particularly in the retail industry, it is important to research not only current trends but also previous trends. Giving yourself the best chance to forecast new business developments will allow for new growth in current areas that need support.

Innovative technology is the key driver for success and customer experience is a sweet spot for consumer brand loyalty.

About Natterbox

Natterbox is a global, cloud-based, telecommunications company headquartered in the UK, with offices in London, Chicago and Sydney. Founded in 2010, Natterbox is the world's first global business phone system, 100% embedded and managed entirely within Salesforce.

Natterbox offers the complete telephony solution, including Salesforce PBX, Salesforce CTI, Contact Center, PCI Payments and Call Recording within Salesforce. Encapsulating innovative features that help businesses transform their customer experience and accelerate their employee's productivity.

We invite you to engage with us to learn more about how voice plays an integral part of digital transformation, and why Natterbox is the global telephony solution of choice.



References

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⁵ <https://www.forbes.com/sites/blakemorgan/2019/05/21/50-retail-innovation-stats-power-customer-experience/#59d09c6a447e>