The connected retail experience your customers expect

Retail eBook
January 2019

Introduction

Today's sophisticated shoppers expect service to be faster and easier.

With the Christmas high street shopping results in, we are hearing how high street sales have slumped and online shopping has increased, with Next revealing that it saw a 9.2% decrease within its high street stores compared to the previous shopping period, whilst online saw a 15.2% surge in sales.

As consumers, we know how easy it is to find what you're looking for online rather than battling with others to find something specific in store.

Where does this leave high street 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?

We live in a new age of sophisticated shoppers, with 73% expecting service to be easier and 6% wanting it to be faster.

In this eBook, we look at current retail trends and how technology could help find the balance of finding customer loyalty in an increasingly disloyal world.

Savvy Shoppers

The online shop back in the 1970s consisted of sitting in your front room, browsing a thick catalogue and then phoning in the order and waiting weeks for it to arrive. With the rise of digital, everything has changed for retailers, and there are so many retail channels available, leading to greater complexity.

So, how can you really know your shoppers today?

Consumers have never been so powerful, they previously had a couple of options to choose from and now have dozens, maybe even hundreds. Savvy shoppers tend to spend a lot of their time researching and considering their purchases – as well as the overall customer experience – before committing.

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.

Consumers have never been so powerful, they have more choice than ever before.

Death of the High Street

How can we continue to give shoppers an experience they won't find anywhere else?

But will the rise of digital shopping completely stop people from making their way to the shops?

Many still enjoy the experience of browsing the sales, although Boxing Day, a renowned day for great offers saw a 3.1% drop in visitors compared to last year. Falling for the third year in a row as worries about the economy and the rise in internet shopping takes its toll on the high street.

Black Friday used to encourage early morning queues from shoppers looking for the best bargains, but last November, there was little sign of the in-store frenzy seen in previous years.

How can we continue to give shoppers an experience they won't find anywhere else?

Technology can predict buyer behaviour and automation can deliver our bread, toilet roll and phone charger just in time, but it's personalisation that continues to make the difference.

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Personalisation

The key to an outstanding experience continues to be personalisation.

There is a wealth of data available to retailers, if they choose to use it. Surely it makes sense to use the knowledge gleaned from both online and in-store transactions to create a seamless experience for consumers in the same way customers are moving seamlessly between the two channels.

Centralised customer data can help retailers build this fluid experience, beginning with loyalty programmes.

A number of retailers are already collecting data on our shopping habits and behaviour, but is this data being used to tailor content across all our interaction points? The key to an outstanding experience continues to be personalisation.

Getting to know your customers should be an obvious strategy, after all *the customer is always right* is a mantra we were raised with. Retailers can drive loyalty using the insights gleaned from customer data. Or even have a simple conversation with your customer... after all, nobody should be too big for a quick chat!

Bright Future

The future will be bright for the retailers who can adapt to the ever changing needs and demands of their customers. Merchants who will find success will be the ones that can successfully evolve along with consumers. For some, evolving might mean exploring new store fronts, for others it could mean using new technologies. In all cases it will be about putting the customer first and creating a more personal in-store experience.

Complacency is not an option, an integrated strategy is needed where online compliments bricks and mortar. Multi-Channel needs to become Omni-Channel.

The speed of technology advancements can easily leave others behind, especially with legacy systems and budget restraints to deal with, but whilst you may not be in a position to leverage the latest gadget, keeping up with what's available to you is essential and the value of your consumer data should not be overlooked.

One simple recommendation would be to combine the wealth of customer data you have within a CRM system with completely integrated telephony. Capturing every interaction with your customers' needs to be the way forward to present consumers with an experience which stands out in 2019.

Stand out in 2019 by capturing every interaction with your customers.

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About Natterbox

Natterbox is a global, cloud-based, telecommunications company based in Croydon, UK.

Founded in 2010, Natterbox is the world's first global business phone system with contact centre, 100% embedded and managed entirely within Salesforce. Our technology can help you make and receive calls, retrieve records and automatically log calls within the relevant object in Salesforce.

We invite you to engage with us to learn more about how we can connect your global offices, increase productivity and personalise your telephony integration.

Once connected, the Natterbox platform optimises and automates your business to intelligently route calls, increasing productivity and efficiency.

Natterbox is dedicated to enhancing the value of its customers businesses, through intelligent integration of future proof telephony, personalisation and services.

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