

MODERN STORE EXPERIENCES

# Personal Retailing

Offer unique, immersive, and meaningful in-store shopping experiences through personalized service



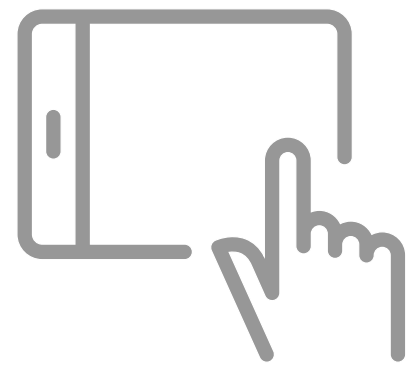
# The Modern Store Experience

Today, store shopping has evolved beyond just purchasing products. Modern stores now offer a complete shopping experience that goes above and beyond, with personalized omnichannel store services that cater to every need of today's shopper. These integrated services delight customers, making their shopping experience convenient and memorable.

The modern store experience unites seamless selling, personal retailing, store fulfillment, and store performance, empowering store associates to provide exceptional service that satisfies customers, elevates a retailer's brand, and improves sales. The modern store reflects the evolution of present-day shoppers' behavior, where customer value is increasingly measured by the in-store experience.

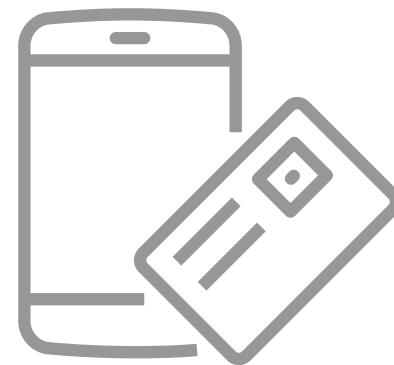


## Five strategies for offering exceptional modern store experiences



### **Empowered Store Associates**

Modern stores put store associates at the forefront, capitalizing on a unified and mobile store associate experience to deliver exceptional customer experiences.



### **Seamless Selling**

Modern stores cater to omnichannel shoppers via seamless selling — flexible inventory, ordering checkout, and convenient payment options — thereby boosting sales and customer loyalty.



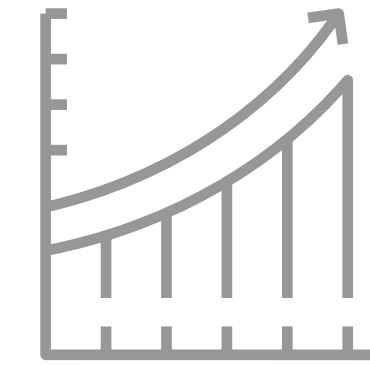
### **Personal Retailing**

The modern store is personal, offering unique, immersive, and meaningful shopping experiences through expert product advice and individualized attention that distinguishes a retailer's brand.



### **Optimized Store Fulfillment**

Modern stores excel at omnichannel order fulfillment performance, leveraging technology and human potential to offer fast and reliable store order pickup and shipping that satisfies today's shoppers.



### **Rich Performance Insights**

The modern store is insight-driven, prioritizing continuous experience and performance improvement by using rich sales, operational, and competitive insights to drive meaningful change.



# The modern store is personal

## Modern shoppers value personalized store experiences

In today's digital world, customers still value the human interaction and personal touch provided by physical stores. They appreciate the product insight and individualized attention provided by knowledgeable store associates.

By offering highly personalized service in retail stores, retailers can create more immersive and meaningful shopping experiences, ultimately boosting customer satisfaction and loyalty. Moreover, personalized retail experiences increase the value of physical stores for modern shoppers, encouraging them to visit frequently and spend more.

In a world where online shopping is increasingly the norm, personal retailing enables modern stores to stand out and provide value to customers beyond just a purchase transaction.

## Recommendations for unlocking personal retailing in modern stores

Modern retailers can enhance customer relationships and realize increased sales conversions by adopting five essential personal retailing techniques in stores.

- › Empower store associates to expertly and personally engage customers anywhere on the store floor.
- › Employ rich omnichannel customer profile, history, and preferences to personalize shopper interactions.
- › Turn store associates into trusted product advisors through effortless access to rich product information.
- › Leverage advanced customer engagement tools, like appointments, to create emotional connections with customers.
- › Enable continuous customer engagement outside the store to nurture relationships and sales.



# Empower associates to expertly engage customers anywhere in the store

Personalized retail experiences are most effective when store associates can effortlessly access customer engagement information as well as product advisory data and tools from anywhere in the store. This way, they can personalize customer engagement and provide expert advice at any moment during a customer interaction.

When store associates are equipped with mobile solutions, they can easily access what they need to engage customers in a personalized manner. Personalization through mobile capabilities includes leveraging insight and knowledge to offer personal greetings, individualized appointments, product recommendations, purchase guidance, and more.

However, many retailers fail to identify their customers before checkout, which is too late in the customer buying journey for a store associate to build a meaningful relationship or influence their purchase decision. Mobile customer engagement capabilities solve this issue, empowering store associates with personalization insight and tools at their fingertips, anywhere and anytime in the store.

## Business Outcomes

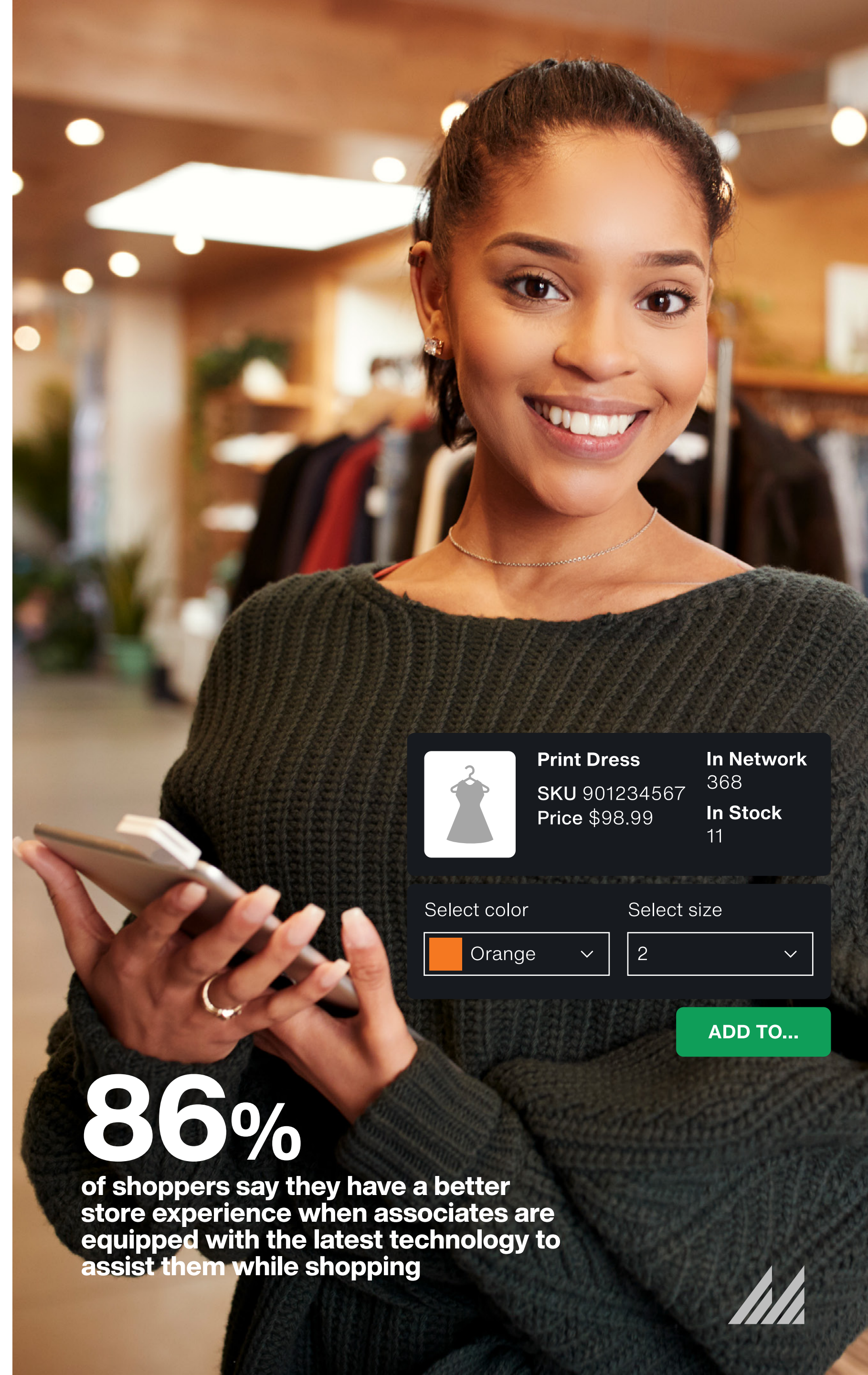
**Improved responsiveness to customer needs:** When store employees can easily access real-time data about customers, products, promotions, and inventory from anywhere in the store, they can respond more quickly and accurately to customer inquiries. This helps them to provide informed responses that satisfy customers.

**Elevated customer service:** By having access to a complete understanding of the customer and their buying journey, store employees can provide more value during any customer interaction. This leads to elevated customer service that sets the store experience apart from others.

**Enhanced customer convenience:** Mobile devices can help store associates use a customer's time more efficiently and effectively, thereby enhancing customer convenience.

# 63%

of retailers fail to identify known customers before checkout



# 86%

of shoppers say they have a better store experience when associates are equipped with the latest technology to assist them while shopping



# Use omnichannel profile, history, and preferences to personalize customer interactions

In today's retail industry, it's crucial to provide shoppers with personalized interactions and tailored experiences that exceed their expectations. To achieve this, store associates need fast and clear visibility into customer profiles, histories, and preferences. By leveraging customer insights, associates can provide personalized greetings, show appreciation for loyalty, and confidently answer customer inquiries.

However, merely having access to customer information is not enough. Store associates require the right tools to capture valuable customer insight easily, which retailers can use to build stronger customer relationships. Updating customer preferences, capturing electronic notes, and maintaining wish lists are all critical capabilities that can enhance customer personalization across all of a retailer's sales channels.

By empowering store associates with the right customer engagement tools, information, and insight, modern stores can deliver the kind of meaningful and differentiating service that shoppers expect. Modern stores should invest in the capabilities that enable associates to personalize customer interactions through customer insight to build enduring customer relationships.

## Business Outcomes

**Increased sales conversions:** Enabling and empowering store associates to personalize customer interactions creates customer trust, confidence, and goodwill, increasing sales conversions.

**Improved customer loyalty:** Personal retailing capabilities can position store associates as trustworthy ambassadors of a retailer's brand and products, creating a positive and compelling shopping experience that drives repeat customers.

**Enhanced data-driven insights:** The ability to gather and analyze customer data is central to personal retailing. By capturing customer insights during store interactions, retailers can better understand customers' preferences and behaviors to make informed decisions on improving the shopping experience.

# 40%

of companies that excel at personalization have the potential to generate more revenue

# 75%

of shoppers are likely to spend more after receiving exceptional service



# Turn store associates into product advisors with easy access to rich product information

The way people shop has changed in the digital era. Retail stores need to adapt to this new reality if they want to remain relevant and competitive. To achieve this, modern stores must offer tailored and immersive product advisory experiences that online channels cannot provide.

Store associates are vital to delivering this kind of experience. They play a crucial role in providing a consultative sales experience. They must be a trusted source of product insight and guidance, building fruitful customer relationships through their product knowledge and advice.

Technology is essential to enable store associates to provide personalized assistance. They must have frictionless access to complete product catalog and inventory information, allowing them to quickly and accurately respond to any customer query. With the right tools at their fingertips anywhere in the store, they can even recommend complementary products and locate available inventory for shipping or in-store pickup, improving sales conversions and shopping cart value.

By embracing product advisory technology and adopting a consultative sales approach, retail stores can stay ahead of the curve by becoming invaluable sources of product advice.

## Business Outcomes

**Increased sales conversions:** Enabling store associates to give expert advice confidently and reassuringly can improve the likelihood of a customer making a purchase, leading to increased sales conversions in stores.

**Elevated relevance of physical stores:** Personalized product assistance in stores helps enhance stores' relevance by positioning them as touchpoints where customers can get meaningful and unique services that are unavailable in other sales channels.

**Rise in revenue from cross-sells and up-sells:** When store associates are empowered to recommend complementary or new products, cross-sell and up-sell opportunities increase new sales for stores.

**49%**  
of shoppers said what they value most from retail stores is associates having knowledge about products

**81%**

of Gen Z consumers prefer to shop in stores as part of their buying journey, with 73% using stores to discover new products



Locations 214 Filtered By In-Stock

Search print dress GO

Radius 25 Mi./Km. Miles

Store 1	In-Stock 11
702 Store Lane	Distance 0.5 mi
Atlanta, GA 30339	
555-555-1234	
Store 2	In-Stock 7
617 Shop Lane	Distance 3 mi
Atlanta, GA 30339	
555-555-8901	

SET PICKUP LOCATION



# Leverage advanced tools, like appointments, to create emotional engagement with customers

Providing personalized experiences is essential to attracting customers to stores and distinguishing a retailer's brand. To achieve this, modern stores must go beyond using customer and product information to personalize interactions. They must offer heightened individualized services that create emotional connections with customers, inciting feelings of appreciation and value.

One way to deliver this personalized service is through appointment scheduling. Customers who prefer tailored shopping experiences place a high value on appointments. They enjoy receiving specialized support from store associates who cater to their unique needs. By curating product collections based on customer preferences before the appointment, store associates can create a more compelling store experience.

Modern stores must do more than provide appointments to create emotional connections. One effective way of doing this is through digital lookbooks. With lookbooks, store associates can create curated catalogs of products tailored to each customer's preferences and share them via email or text. This approach is unique, meaningful, and highly effective in supporting a customer's purchase decision.

Through these techniques and more, retailers can provide unique shopping experiences that build a loyal customer base and set them apart from their competitors.

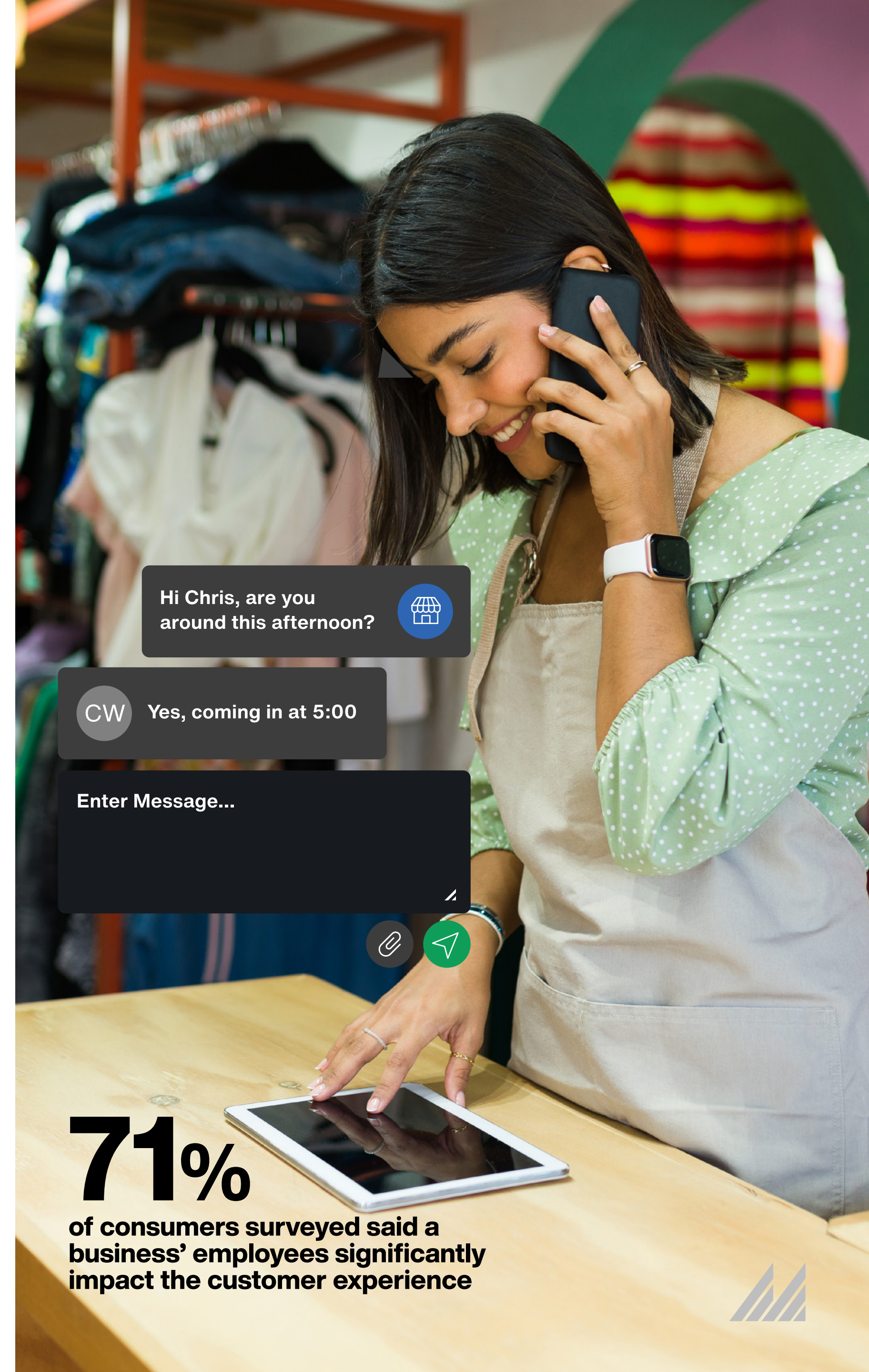
## Business Outcomes


**Increased competitive advantage:** Retailers who excel in offering unique personalized services in stores can differentiate themselves from competitors, especially when competing with digital commerce-centric competitors.

**Elevated relevance of physical stores:** Personalized services help enhance stores' relevance by positioning them as touchpoints where customers can enjoy meaningful and unique services unavailable in other sales channels.

**Improved customer loyalty:** Personal retailing capabilities like appointments and digital lookbooks help stores nurture customer relationships and create a positive and compelling shopping experience that improves customer loyalty.

**69%**  
of shoppers said store appointments are essential to a differentiating store experience



Hi Chris, are you around this afternoon? 

CW Yes, coming in at 5:00

Enter Message...

**71%**  
of consumers surveyed said a business' employees significantly impact the customer experience





# Nurture relationships and sales with continuous customer engagement outside the store

In today's highly competitive market, providing personalized service to store shoppers is crucial for success. And it doesn't end when the customer leaves the store. Offering personalized customer support can increase sales conversions and customer satisfaction, even outside the store.

To achieve this, store associates should have easy-to-use communication capabilities to connect and engage with customers remotely. This capability will help them build customer relationships and provide valuable product assistance, even when they're not physically present.

By capturing critical customer information during store interactions, such as desired products or saved shopping carts, store associates can seamlessly and efficiently support the customer outside the store. Digital conversations via email or text can help store associates share personalized lookbooks of preferred products with customers, leading to future sales transactions.

With remote selling capabilities, store associates can send secure pay-by-link requests to customers, allowing them to complete checkout of a shopping cart directly through a secure payment link from the comfort of their home or office.

## Business Outcomes

**Increased sales conversions:** By making it easier for customers to get support and complete a sale from a store, stores can increase their sales conversion rates.

**Elevated relevance of physical stores:** When stores can elevate above the in-store transaction to a continuous customer relationship, they become more relevant to modern shoppers and attract repeat business.

**Improved customer loyalty:** Personal retailing capabilities like remote selling help stores nurture customer relationships and create a positive and differentiating shopping experience that improves customer loyalty.

# 86%

of U.S. online adults say it's important for a retailer's app to provide a more personalized, relevant experience that adds value to in-store shopping



# Personal retailing elevates modern stores to new heights of service

In today's competitive retail landscape, providing a personalized shopping experience is a hallmark of success. By embracing the right business capabilities, retailers can offer personal retailing, which allows customers to enjoy unique and informative in-store experiences while receiving one-to-one attention. Personal retailing presents an opportunity to elevate modern stores to new heights, creating business outcomes that significantly influence top-line business performance.

# 61%

of retailers cite personalizing the customer in-store experience as a top IT priority

Sources:

Hubspot  
Zebra  
All Things Retail  
McKinsey  
Manhattan Associates  
CNBC  
Engageware  
PWC  
Forrester Research  
RIS News



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