HOW BRICK-AND-MORTAR RETAILERS ARE ENGAGING WITH THEIR CUSTOMERS

Many retailers think they're retail revolution ready, but our research shows many aren't

PRE-STORE

ACTIONABLE TAKEAWAY:
Retailers have to start using data to influence purchases and build loyal relationships with customers before they enter the store

WHILE 30%
of retailers surveyed struggled to maintain customer loyalty...

53%
wait for customers to walk into or check out of the store before engaging with them

IN-STORE

ACTIONABLE TAKEAWAY:
Retailers' biggest advantage is when the customer is in their store. Using existing technologies and data, retailers can personalize the shopper experience in real-time

ONLY 35%
of retailers analyze their data in real-time

71% of retailers use POS systems to gather data

50% use Wi-Fi to gather data

11% Use no existing retail technology to gather data

POST-STORE

ACTIONABLE TAKEAWAY:
The sale is not the end of the customer relationship. Customer data is more than a measure of success, it is the building blocks of loyalty and the key to reaching them post-store to continue the customer journey

39% of retailers don't engage with customers after they make a purchase

16% rarely use customer data at all after a purchase

Online survey **56%**

Written records of customer feedback **55%**

are preferred methods to measure customer experience

NOW WHAT?

Actionable data is the critical first step to a winning retail customer experience

Retailers need to collect, profile and activate customer data to have a winning retail customer experience

VW | VELOCITY WORLDWIDE × SAPIO RESEARCH