

# 5 WAYS TO TRANSFORM THE RELATIONSHIP BETWEEN RETAILERS AND SHOPPERS



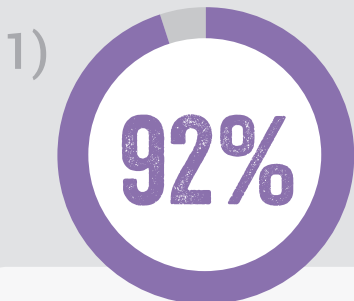
+ Learn what more than 1,000 consumers revealed about their retail experiences



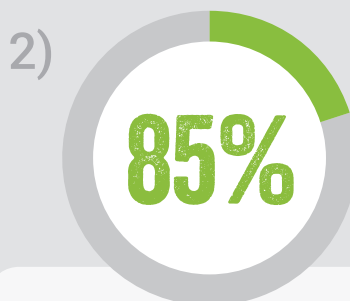
*Today, consumers do most of their shopping or “discovery” online, while final purchase decisions are made in the store. Retailers must provide consumers with the right knowledge at the right time.*

In order for retailers to stay relevant, they must adapt to changing consumer behavior, as shoppers today are more educated and more demanding than ever. **Here is what 1,029 consumers revealed about their perceptions and habits around retail shopping.**

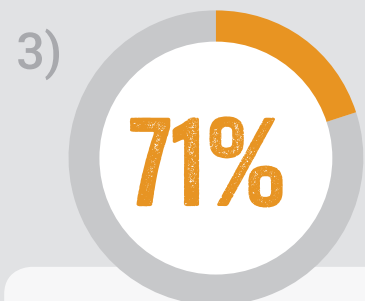
## Top survey findings



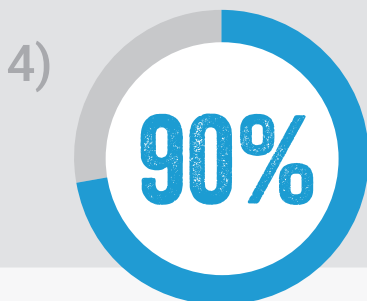
walk into a store **knowing** what they want but need final validation



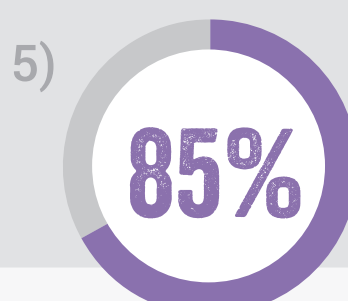
shop in the store because they like to **'touch and feel'** products



would **prefer to shop at a physical Amazon store** versus Amazon.com



are more likely to buy when **helped by a knowledgeable** associate



will leave if they do not receive the **right help**





## Providing the right knowledge

# PROVIDE CUSTOMERS EXPERTISE

Consumers are well versed on what they want to buy, but need emotional validation for their purchase. This is why they go into the store and seek experts that can help them. This modern store behavior is really about buying much more so than it is about shopping. For this reason, customers today need prompt service from the right person.

*Store employees must be able to answer questions that are deeper than product specifications and be knowledgeable enough to have an in-depth dialog with these already educated consumers. How store employees handle in-store behavior is very crucial to consumers' store and brand loyalty.*

*Deliver exactly what today's shoppers*

## NEED IN STORE

According to the survey, consumers leave more satisfied after being helped by a knowledgeable associate and 91% are more likely to shop at that store in the future.

Nearly two-thirds of consumers expect that sales associates can recommend which product has the best value and which has the highest quality (65%, 64%, respectively).

And, more than half of consumers (56%) expect them to know product is most reliable.

60% will buy more than they originally planned to if they genuinely like the sales associate assisting them.



*Uncover the blind spots*

## TRACK IN-STORE BEHAVIOR

It is nearly impossible to fix a problem if you do not know what it is. For retailers trying to win over frustrated shoppers, retailers have more ways than ever before to understand what does and does not work.

*But what happens on the store floor is often a black hole in retail intelligence.*

These blind spots also leave retailers a step behind in reacting to consumer demand, preventing agility and flexibility to cater to consumers' needs. The use of analytics allows retailers to track the path to purchase of each customer, from initial inquiry, to checkout to the customer satisfaction survey.



*Retailers can use analytics to monitor and track customers' in-store experiences and use the data to improve in-store operations.*

*For the full details on how consumers are interacting with their retailer, [download the report here](#).*

*Enhance the in-store experience*

## THROUGH APPOINTMENT SCHEDULING

Nothing can replace an outstanding one-on-one interaction with a knowledgeable store associate.

Appointment scheduling gives customers a self-service scheduling option, which converts initial inquiry into a highly personal in-store experience.

*An appointment with a knowledgeable associate creates cross-sell and up-sell opportunity.*

Retailers can optimize these powerful, one-on-one meetings by providing personalized, catered services. 75% of consumers reported being more likely to buy if a sales associate knew personal preferences and purchasing history.

Creating these valuable one-on-one connections turns shoppers into brand ambassadors, and helps build a network of satisfied consumers vouching for your company.



# Rebuilding CONSUMER TRUST

Today, the majority of shoppers won't give their personal information when asked at checkout – because they don't have a strong relationship with the brand and don't trust that retailer will provide relevant offers.

It's a matter of confidence and trust. Retailers have a huge opportunity to impress frustrated, doubting consumers with standout experiences that are few and far between today – if they have the right insights about every stage in the buying cycle.



**FOR EVEN MORE INSIGHTS STRAIGHT FROM CONSUMERS, DOWNLOAD THE FULL SURVEY FINDINGS TODAY OR VISIT [TIMETRADE.COM](http://TIMETRADE.COM)**

## About TimeTrade

The world's most well respected brands in retail, banking and industries worldwide use TimeTrade to deliver on their brand promise of a truly personalized customer experience. TimeTrade's Responsive Customer Engagement Platform allows consumers to connect with a brand, anywhere, anytime – and then gives companies deeper insight than ever before about what consumers want next. The result: higher sales and lifetime, repeat customers.

TimeTrade integrates easily with enterprise sales, marketing, service, CRM and business process management systems to accelerate bottom-line business results and drive inbound sales, while enhancing customer experience and loyalty.

More than 300 million connections have been made between consumers and businesses using TimeTrade's scalable Responsive Engagement Platform, directly translating into more than \$3 billion in commerce ever year.

FOR MORE INFORMATION CALL US TOLL FREE: 877-884-9224

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