

3 Ways Brick-and-Mortar Retailers Can Improve Customer Experience

Capture In-Store Experience Data to Improve Brand Relevance



VERINT.

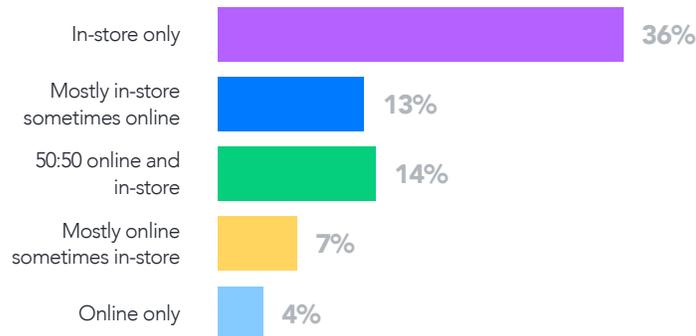
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What Today's Customers Want from Retailers

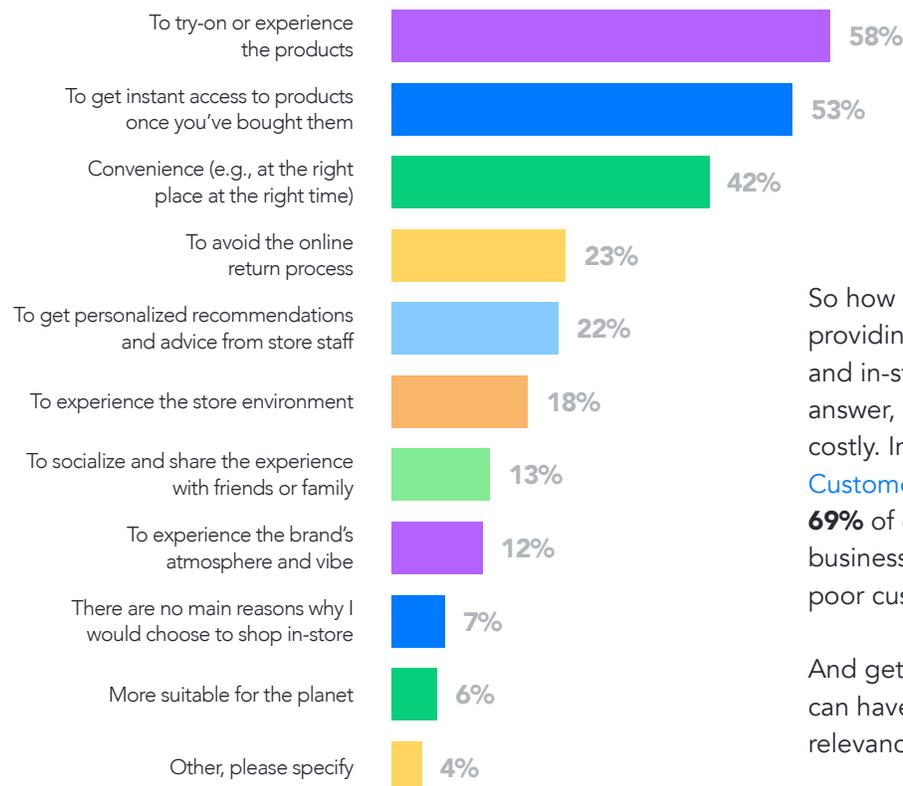
It might come as a surprise to some, but in today's digital, always-online culture, consumers still prefer to do most of their retail shopping in store. In our survey of over 2,000 US consumers, we found that **36%** of respondents shop in-store only, and cumulatively **34%** of consumers shop at both stores and online. This contrasts with only **4%** who shop online only.

Q1. When you shop with specific types of retailers, do you do so in-store or online?



And why do consumers prefer to shop in-store? The responses reflect the diversity of shoppers' intent—from trying on an item, to getting personal recommendations, to avoiding the frustrating process of returning items bought online.

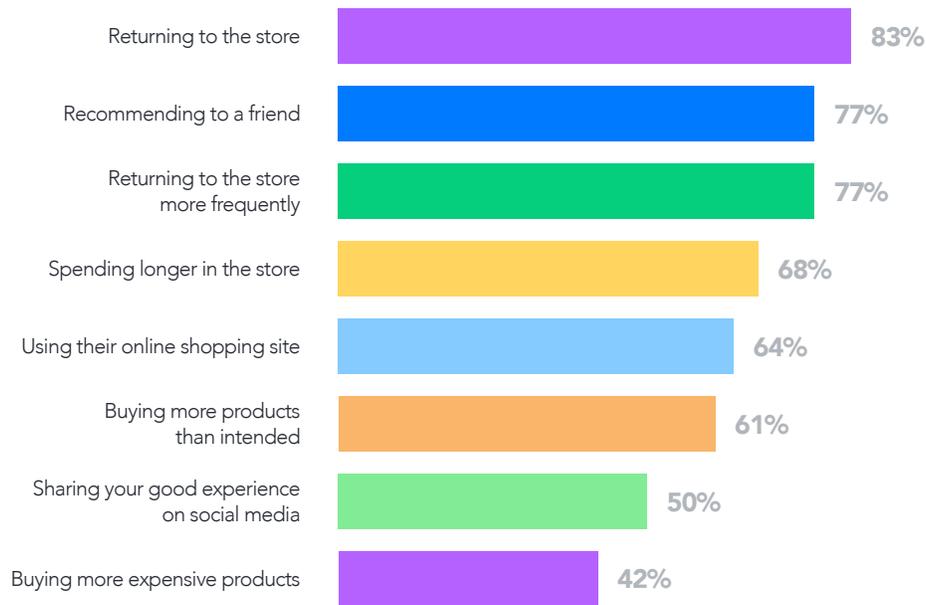
Q2. What are the main reasons, if any, why you would choose to shop IN-STORE instead of ONLINE? (Select up to three.)



So how does your brand ensure you are providing an exceptional service both online and in-store? This is not an easy question to answer, and getting it wrong can be quite costly. In the [Verint® 2023 State of Digital Customer Experience](#) survey, we found that **69%** of consumers have stopped doing business with a company due to a single poor customer experience. Just one!

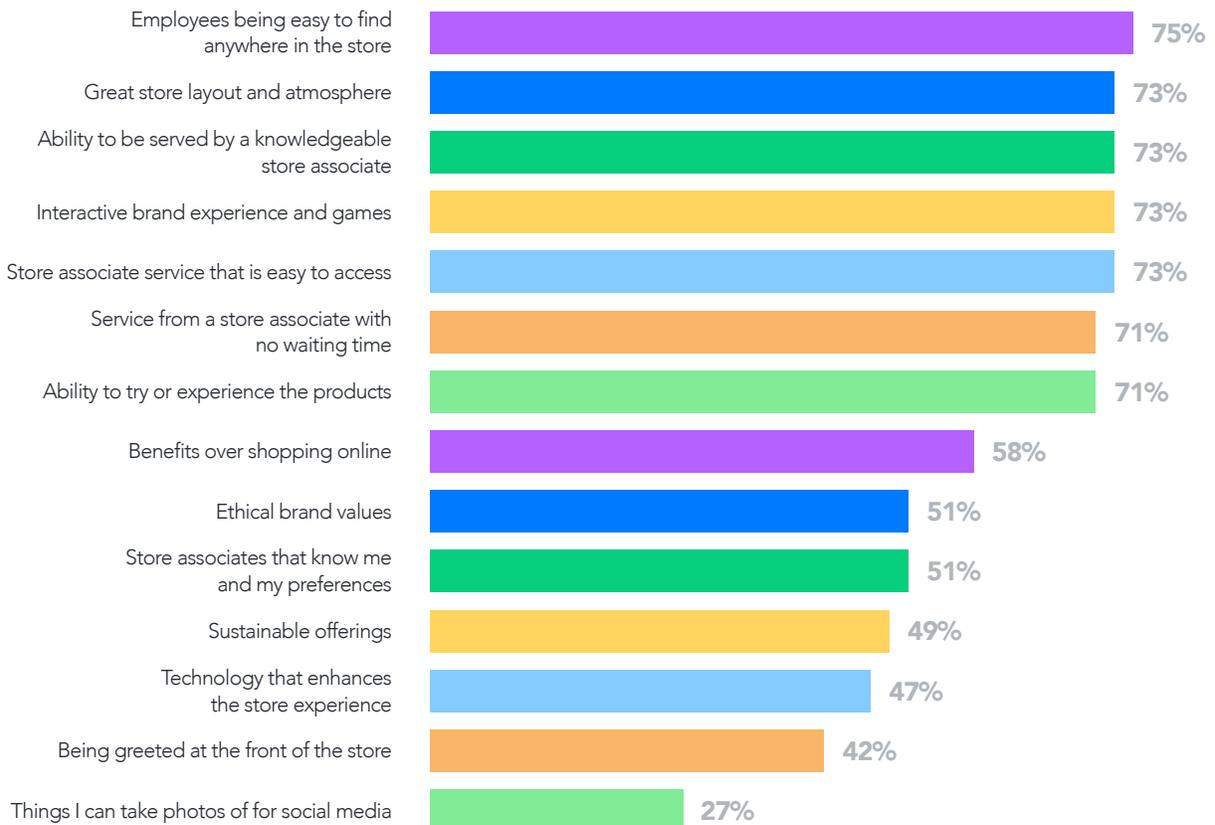
And getting the customer experience right can have huge benefits for your brand relevance, profitability, and customer loyalty.

Q11. Think about retailers that have a really good store experience. Do you think this increases your chances of: (Select response that best fits the options listed: Yes, definitely; Yes, maybe; No, not really; Unsure.)



And what drives a good experience? For in-store experiences, five of the top 10 responses had to do with available, knowledgeable, and helpful store associates.

Q13. How important or not important are these elements to you when shopping in-store?



So, to deliver an exceptional in-store experience that drives sales and customer loyalty, you need knowledgeable store associates who are available when it's most convenient for the customer. Without the right solutions, this could be challenging on many levels.

- Most stores cannot adequately staff without information about customer arrivals, appointments, and customer needs.
- Store associates have operational tasks they must execute alongside serving customers.
- Not all associates have the same level of knowledge about the goods and services offered.

Most importantly, some retailers lack the ability to capture data on the specifics of in-store customer interactions—e.g., which store associate spoke to what customer, about what product or service, and what was the outcome of the interaction? Without accurate data, retailers cannot effectively plan, schedule, or train staff to meet the needs of the customer.

This data is also imperative to remaining relevant as a brand. If your customers are walking in asking for a product or service you don't offer, you need to know that. As trends come and go, staying relevant means staying in touch with your customers. Focus groups and surveys provide insights into the needs and preferences of only a small sample of customers. A broader scope of data is needed to truly understand and respond to customer needs.

Let's explore three ways you can begin to more effectively capture data about who is visiting your stores, why, and if you are meeting their needs and delivering an exceptional customer experience.



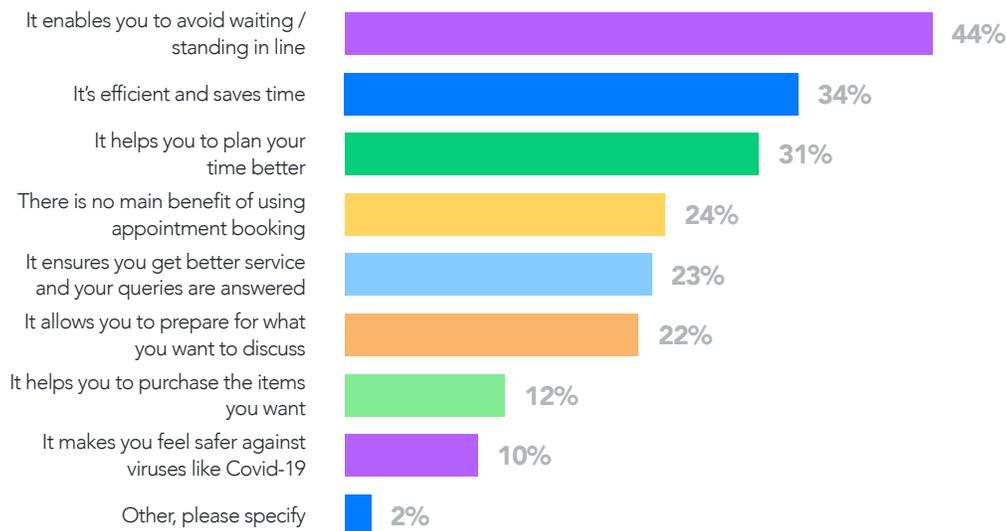
3 Ways to Capture More Insightful Data to Improve Brand Relevance and CX

1. Marry digital and physical.

With **34%** of consumers shopping both online and in-store, retailers need to find ways to ensure the same high level of service is provided across channels. One way to provide the convenience consumers are looking for is with digital appointment booking.

Consumers can book a sales or service appointment online or via a mobile app for the store, day, and time that is convenient for them. Automated text messages remind customers of their appointments and make cancelling or rescheduling appointments easy with just a few clicks. Saving time and helping consumers plan better are key benefits of digital appointment booking. In fact, the top three reasons customers use appointment booking services all pertain to time management.

Q7. What is the main benefit of using an appointment booking service in store, if anything? (Select up to three.)



With appointment booking, the customer is confident a sales or service associate will be available when they visit the store. In addition, booking appointments online helps:

- **The store associate** understand why the customer is coming in, so he/she can prepare for the visit and be better prepared to help the customer and deliver a more personalized experience.
- **The retailer** by capturing the reason for the appointment, the product or service of interest, and the times and days customers most want to visit the store.

This data can easily be integrated into CRM systems to capture more information about the specific customer, as well as trend information on products and services.

Another way retailers can use appointment booking is to promote in-store or virtual services. For example, a luxury retailer may want to highlight a health and beauty brand. By promoting the ability to schedule a one-on-one session with a beauty consultant on the website and mobile app, the retailer can draw more attention to this service and drive in-store foot traffic.

Retailers can also use appointment booking to provide additional information about their brand and convey how easy and convenient it is to do business with them.

Hear how a prominent UK retailer used appointment booking to increase appointments, **60%** of which were net new customers. [Read the case study.](#)

2. Acknowledge customers and provide an informed waiting experience.

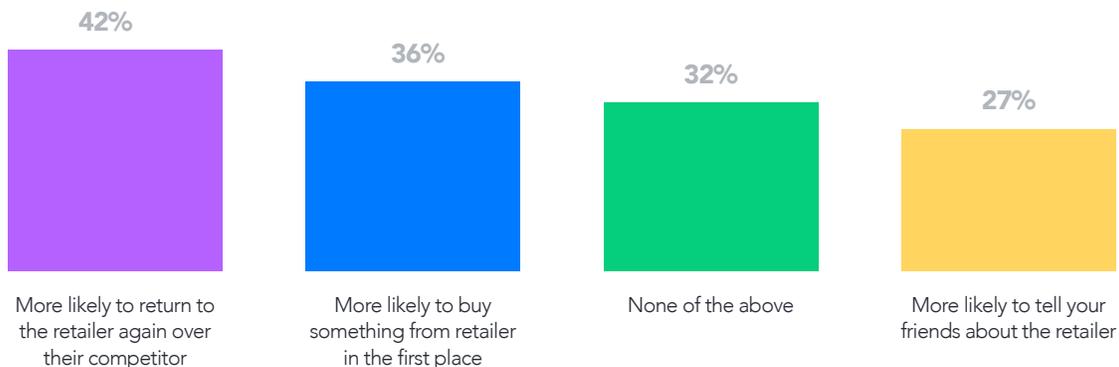
Did you know that **85%** of consumers will walk out of a store if they perceive they'll have to wait in line longer than expected? Walkouts could be costing retailers billions of dollars annually. Fortunately, customer perception of wait time can be managed with store choreography.

Retailers can offer a formal program where customers can be acknowledged as soon as they enter the store. Customers can be greeted by an associate or can check in via a QR code to indicate the purpose of their visit. This level of acknowledgement ensures customers feel noticed and appreciated and also perceive that their service has already begun.

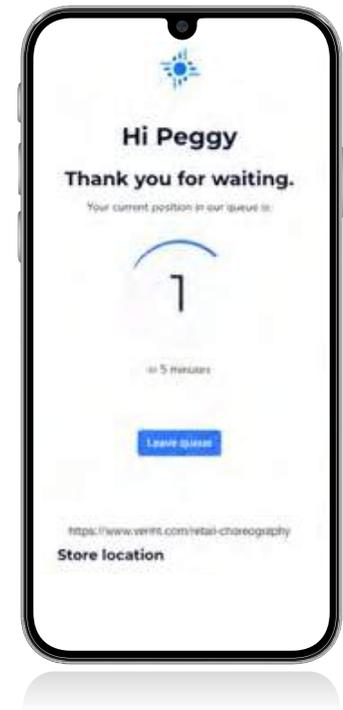
The experience can easily go a step further by automatically entering the customer into a virtual queue and informing them of their queue position and estimated wait time. This capability assists in effectively managing customer expectations and really helps customers stay engaged. In fact, knowing their wait time encourages customers to stay in the store and/or browse or shop in other departments while they wait, which results in their saving time or potentially adding a purchase or two.

Providing an informed wait time experience can also boost loyalty and support an increase in NPS*.

Q9. If they were to use technology that managed your waiting experience and provided you with wait time information so that you can relax and use your time better, would this make you do any of the following: (Select all that apply.)



Overall, there's a clear demand from customers for technology to improve the waiting experience across all industries, with **60%** of shoppers wanting this solution in retail.



Our survey results also show that using technology to manage customers is a powerful way to ensure a retail brand stays relevant and appeals to a broad demographic, including younger generations that expect greater digital capabilities. **87%** of Gen Z shoppers and **85%** of Millennial shoppers want their wait to be digitally managed, along with **69%** of Gen X and **46%** of Baby Boomers.

Virgin Media O2, a broadband and mobile network operator with over 300 stores in the UK, was experiencing a high-level of walkouts due to long lines. Virgin Media O2 was looking for a way to elevate its customer experience and provide customers with more informed, accurate wait times. After implementing Verint® Queue Management™, Virgin Media O2 saw a:

- **62%** reduction in walkouts
- **27%** increase in staff efficiency
- **Increase** in NPS to an all-time high

[Watch the video](#) to hear about Virgin Media O2's success.

3. Hold in-store events, workshops, or classes.

In the last few years, consumers, especially Millennials, have started spending more of their money than they previously had on experiences that connect them with new people, rather than on “stuff.” Traditional brick-and-mortar retailers can gain a competitive edge by offering special events or workshops for targeted customer segments. For example, you could invite your loyalty program customers to a special preview event for a new line of products. Or if you sell cookware, you might offer cooking classes or demonstrations for which customers can sign up.

Increase the success of these events by promoting them on your digital sites and making it easy and convenient to register with a digital event booking tool. Not only will this help you manage registrations, but also it will ensure customers automatically receive reminders, increasing the likelihood that they'll attend. Event registrations and feedback will give you greater insight into what your customers are looking for, enabling you to offer better, more engaging, and relevant events going forward.

For example, Samsung offers workshops and product tutorials in their Samsung Experience Stores and Samsung Support Centre stores in the UK, Belgium, Germany, Canada, and the Netherlands. Customers can easily find upcoming workshops on the website and quickly register for them. Samsung store managers can see how many attendees are coming and plan for enough personnel and parts to be available, helping ensure customers have a great experience. By providing a digital event management tool, Samsung has been able to drive more footfall and retain customers.

[Watch the Samsung story.](#)



Conclusion

As we've seen, consumers are interacting with brick-and-mortar retailers in-store as well as online. And these digitally savvy customers have high expectations for convenience, responsiveness, and ease of doing business. Yet most retailers are struggling to meet these growing expectations with the resources they have.

CX automation and technologies like Verint Retail Choreography™ (Verint Appointment Booking™, Verint Queue Management and Verint Event Management™) can help retailers choreograph customer experiences across channels, both digital and physical. These solutions help:

- Drive foot traffic to your stores through digitally scheduled appointments.
- Provide informed waiting experiences to retain customers and help increase conversions and sales.
- Increase the efficiency of store operations by empowering store associates with clear direction on which customers are truly next in line and why they are visiting the store.
- Capture valuable data on customer arrival trends and needs to help you shape your resource plans, product and service offerings, and promotions.
- Improve customer experience, retention, and loyalty by meeting customer expectations for fast, convenient service.

These solutions and insights can help you quickly adapt to changing consumer needs, become more profitable, and ensure lasting brand relevance.

Contact us for a demo and to learn more at info@verint.com, or visit www.verint.com/retail.

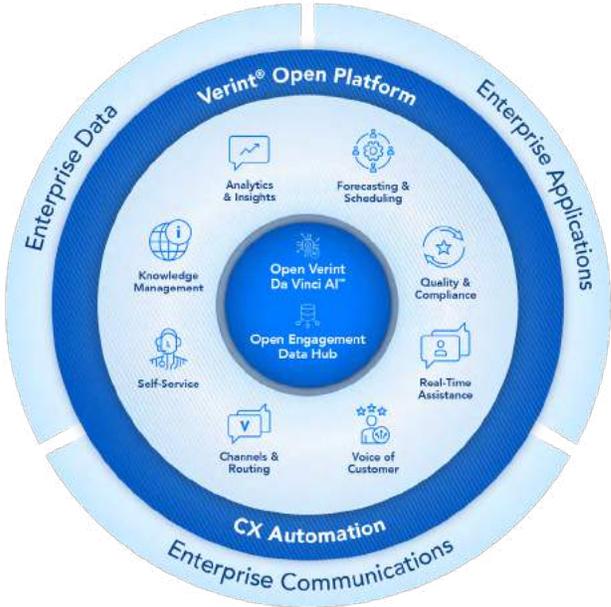


Verint Retail Choreography Solutions

Verint Retail Choreography™ software solutions help you manage and analyze what’s going on in both your digital channels and stores. With these innovative solutions, you can transform your omnichannel strategy and engage customers seamlessly online, via social media and your physical stores.

The solution includes market-leading solutions, [Verint Appointment Booking](#), [Verint Queue Management](#) and [Verint Event Management](#), to improve customer experience, as well as [Verint Task Management™](#) to support operational compliance. These solutions provide the convenience today’s consumers want to help increase in-store foot traffic, retention, and conversion rates.

Verint Retail Choreography is part of Verint Open Platform, which helps the world’s most iconic brands elevate CX and reduce operating costs.



About Verint

Verint® (NASDAQ: VRNT) helps the world’s most iconic brands continuously elevate the customer experience (CX) and reduce operating costs. More than 10,000 organizations in 175 countries—including over 85 of the Fortune 100 companies—rely on Verint’s open customer engagement platform to harness the power of data and AI to maximize CX automation.

Verint. The Customer Engagement Company®. Learn more at [Verint.com](https://www.verint.com).

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