

RETAIL INDUSTRY

TRENDS IN CUSTOMER EXPERIENCE

RETAIL SATISFACTION BAROMETER DROPS 1 POINT IN 2015

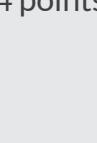
The Retail Satisfaction Barometer (RSB) details retail customer satisfaction across five segments, shown with their RSB 2015 score:



Overall CCSI Scores*



*Scores reported on a 0-100 scale

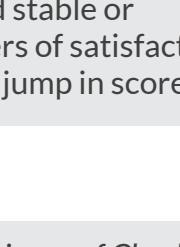


Why the drop?

Despite reports of a rebounding economy, consumer satisfaction has not risen. If declining levels of buyer satisfaction hinder spending, the economic turnaround may be short-lived.

Notable Improvement

Large-Format Discount Stores' RSB score jumped 4 points in 2015.

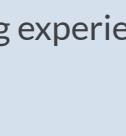


DRIVERS OF CUSTOMER SATISFACTION

Focus on these three drivers to enhance the future behaviors of your customers.

TOP 3 Drivers of Retail Customer Satisfaction

- 1** Checkout
- 2** Merchandise
- 3** Price



Though overall scores remained stable or declined in four of the five drivers of satisfaction, Checkout experienced a 3-point jump in score.

3 points

Efficiency of Checkout rose in 2015, due to the availability of self-checkout

CUSTOMERS ARE EMBRACING NEW TECHNOLOGY

The RSB 2015 examines the impact of technology aimed at putting the power of the purchase in the customers' hands while providing a personalized, cross-channel shopping experience.

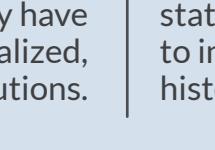
TOP 3 Technology-Related Services Used*

65% self-checkout registers

20% stand-alone kiosk

17% roaming store associate

*Where offered



Kiosk use leads to higher satisfaction & Likelihood to Spend More

70%

of in-store tech solution users are more likely to increase spend

61%

of respondents used some type of technology-based solution.

52%

of respondents state they have interacted with personalized, cross-channel shopping solutions.

40%

stated they would be Somewhat or Very Likely to increase purchases if their online shopping history was made available to them in store.

WITH NEW TECHNOLOGY COMES RESPONSIBILITIES

Consistent pricing between channels and data security remain critical to the personalized, cross-channel shopping experience.



76%

of respondents want personalized promotions & recommendations



85%

of respondents say it is Somewhat or Very Important to maintain consistent pricing between channels.

58%

of respondents recognize security risks involved with personalized promotions



ONLY

32%

of respondents report being Very Confident in retailers' ability to keep their private info secure.

64%

of respondents indicate they would stop shopping altogether or would still shop, but with less frequency, if they were made aware of a data breach (even if not directly affected).