

# What Consumers **Want** and How Retailers **Deliver**

To delight consumers, maximize sales and gain a competitive edge, more retailers are turning to innovation and retail best practices to stay agile.

**Here are six things consumers want and how retailers are keeping up with consumers' evolving needs.**

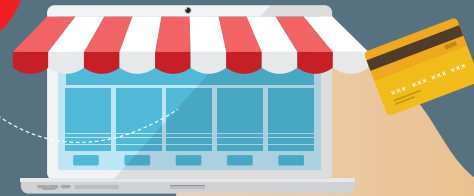
## Omnichannel service

73% of shoppers switch from channel to channel when shopping.

*How retailers are adapting*

Using technology to unify their physical and digital offerings to deliver a consistent experience across all retail touchpoints.

73%



59%



## M-commerce excellence

59% of smartphone users prefer companies with mobile sites or apps that let them make purchases easily and quickly.

*How retailers are adapting*

Allowing consumers to easily discover products and information on their mobile phone to boost consumer confidence so they proceed with purchases.

## Stock visibility

60% of shoppers check a store's in-store inventory availability online before visiting a store to make a purchase.

*How retailers are adapting*

Satisfying customers even before they enter the store by offering real-time inventory visibility across digital channels.

60%



83%



## Personalized communications

83% of U.S. online shoppers expect regular communications about their purchases.

*How retailers are adapting*

Using technology to centralize data on individual consumers to personalize marketing with relevant content that boosts engagement and brand trust.

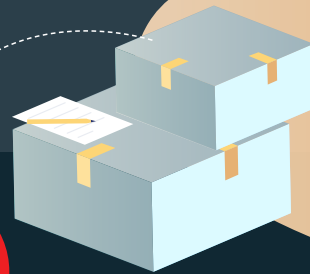
## Speed

54% of U.S. consumers under the age of 25 say same-day shipping is their number one purchase driver.

*How retailers are adapting*

Offering fast shipping and efficient buy online pick up in-store (BOPIS) strategies to maximize customer satisfaction and sales.

54%



42%

## Easy returns

42% of shoppers have returned an item they bought online in the last six months.

*How retailers are adapting*

Making product returns easy and transparent with a seamless buy online return in-store (BORIS) strategy.



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## Sources

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For more information contact Tecsys at  
**800-922-8649** or **info@tecsys.com**

