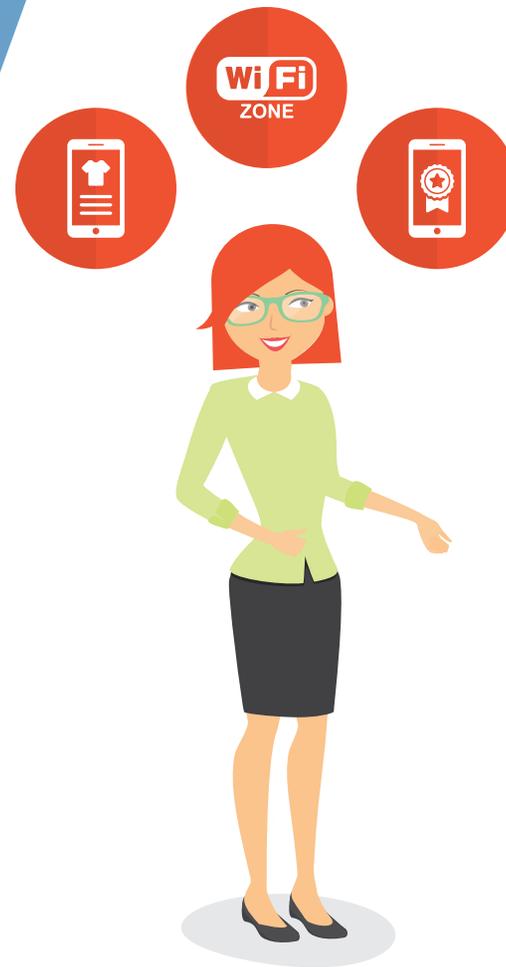


# KNOW ME. **SERVE ME.** REWARD ME.

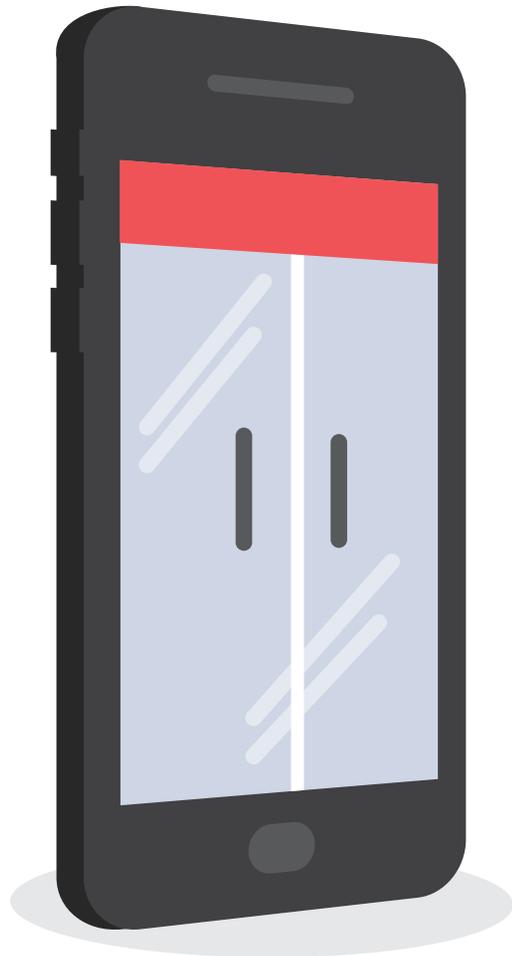
The 3 Tenets Of Customer  
Relationship Success



# KNOW ME. SERVE ME. REWARD ME.

## The 3 Tenets Of Customer Relationship Success

With access to numerous purchasing options, today's shoppers offer up their loyalty carefully and selectively. Retailers must earn this commitment from consumers.



Before throwing their loyalty behind a brand or store, shoppers demand that retailers **KNOW ME**, **SERVE ME** and **REWARD ME**. These imperatives sound simple enough, but retailers must carry them out strategically with all customer touch points in mind.

By engaging shoppers on a more relevant, one-on-one basis, retailers can meet each customer's unique wants and needs. Some of the leading solutions that address this personalization goal include mobilized in-store service, innovative in-store technologies and relevant social media interactions.

A cohesive, omnichannel customer experience also will draw shoppers in and keep them in the store. At least 38% of consumers are looking for a "better seamless experience" in the store, and 32% are looking for some of the convenience of online transferred to the store experience (vs. 25% the previous year), according to Accenture in a 2014 study of 15,000 consumers across 20 countries. Accenture considered "Make more of the store" the number-one imperative for retailers looking to distinguish themselves from the competition.

Most retailers are on board with that sentiment: 95% agree that "the store and digital experience must be brought together for a continuous, seamless experience," according to Retail Systems Research in a June 2015 report.

How can retailers ensure a seamless and engaging experience while knowing, serving and rewarding customers? This E-book will get down to the brass tacks of each of the three imperatives retailers must conquer to succeed in this digitally converged environment.

**95%** of retailers agree that "the store and digital experience must be brought together for a continuous, seamless experience."

- Retail Systems Research

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# KNOW ME

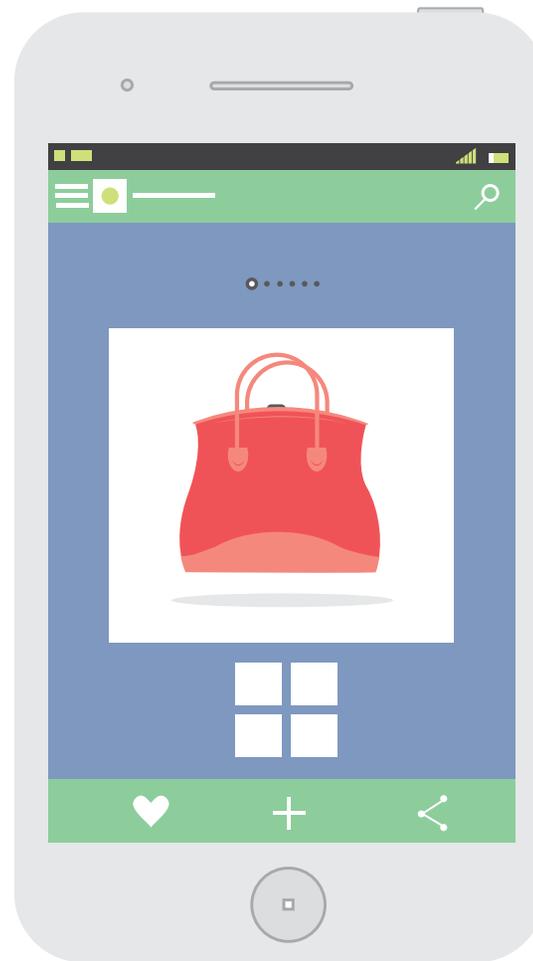


Shoppers want their favorite brands to recognize them based on relevant information, and they will respond favorably to communications and promotions that offer real value. At the same time, they will quickly reject a brand if the communications are too frequent and considered irrelevant.

Today's retailers have access to vast amounts of customer data that can help them reach these customers. Some of the most relevant data can include demographic information, site and store visit frequency, purchase history and online browsing patterns. Digging even deeper, retailers can gain insight from social media feedback and comments.

*Shoppers will quickly reject a brand if communications are too frequent or irrelevant.*

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# KNOW ME



In fact, close to 50% of global shoppers are happy to provide retailers with their personal information – as long as it results in a truly personalized offering, Accenture reported.

**Case in point:** Shoppers in Minnesota during the dead of winter will dismiss a retailer that sends a promotion for 25% off tank tops; similarly, consumers in San Diego won't care if snow shovels are on sale. Retailers sending emails and SMS messages with this type of irrelevant information will be called out on strikes before the game even begins.

Relevant communications must start at the beginning of the shopper journey – on a smartphone or tablet outside the store – and continue as the shopper makes her way to the brick-and-mortar store. “By tapping into a personalization engine or loyalty program with geo-location technologies, for example, retailers can detect when a loyal shopper is nearby a store and send real-time, relevant offers,” noted Russell Young, SVP, Marketing and Creative Services at STRATACACHE. “Using the opt-in mobile app, store staff can be alerted when the shopper enters the store; then beacons can deliver relevant offers and information as the shopper peruses the aisles.”

A growing number of retailers are testing and implementing beacon strategies, including **Whole Foods, DICK's Sporting Goods, Kohl's** and **Target**. As many as 46% of retailers have launched beacon programs in 2015, up from 15% last year, according to **Retail TouchPoints** in its August 2015 *Store Operations Survey* report. These opt-in programs provide shoppers with offers, information and trend alerts on nearby products.

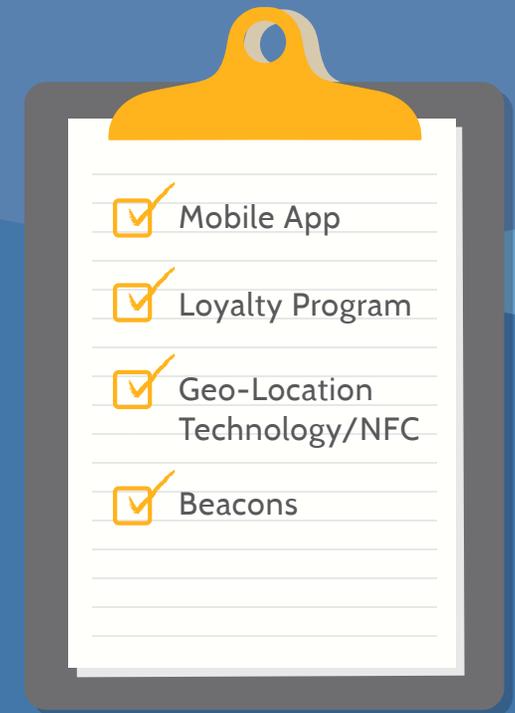
*Close to 50% of global shoppers are happy to provide retailers with their personal information – as long as it results in a truly personalized offering.*

- Accenture

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## KNOW ME TECHNOLOGIES CHECKLIST:



# SERVE ME



The best way to gain customer loyalty is to provide exceptional, memorable service. By identifying the reason why a shopper is in the store, associates can more easily delight and surprise shoppers, which will lead to increased basket size and long-term loyalty.

The Apple Store's Genius Bar, for example, provides the brand's most valuable service – tech support – to customers in a way that is both easily accessible and often free of charge. In-store Apple experts work hand-in-hand with consumers, guiding them through the ways to make the most of a new, big-ticket purchase or solve an issue with a product the consumer already owns.

In addition to personalized services, retailers also should accommodate shoppers' desire to access the Internet during their in-store experience. Don't be shy about offering in-store Wi-Fi for shoppers. If they can't access the Internet inside the store, they will certainly head out the door. Knowing this, a total of 71% of retailers offered shopper Wi-Fi in 2015, up from 37% in 2014, *Retail TouchPoints* reported.

Wi-Fi has proven beneficial for both the shopper and the retailer: Close to 50% of retailers claimed increased customer loyalty due to deploying in-store employee Wi-Fi, with an associated 3.4% increase in sales.

**71%** of retailers offered shopper Wi-Fi in 2015.

- Retail TouchPoints

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# SERVE ME



Almost one third (28%) reported increased customer loyalty due to deploying in-store customer Wi-Fi, with an associated 2% increase in sales, according to a [2015 research study](#).

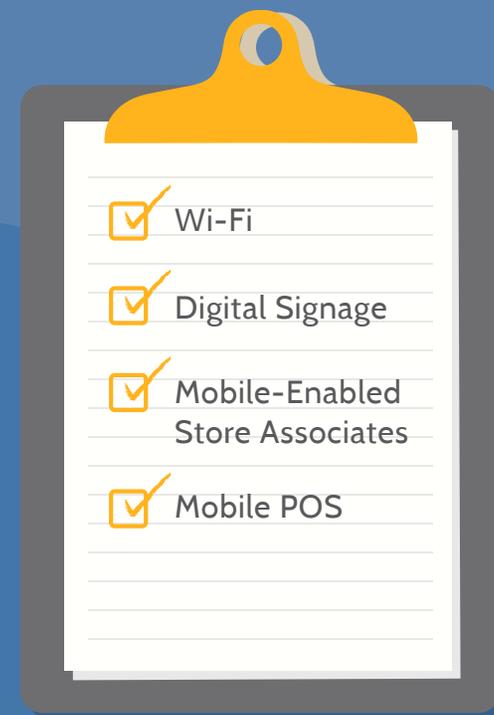
But offering Wi-Fi is not enough. Knowing that shoppers will be searching the web using their personal mobile devices while in-store, retailers need to entice those shoppers to use their branded mobile app or mobile site to help with purchase questions and product inquiries. “Retailers don’t want their shoppers’ e-Commerce experience to be with Amazon; they must understand how to create uniquely appropriate interactive experiences on mobile and tablet that allow folks to transact in the store in a friction-free way,” said Jonathan Rosen, SVP, Product and Partnerships at PRN. “Figure out how to create mobile web experiences optimized for in-store.”

Digital signage also can provide a unique, memorable experience for shoppers. From product information to gamification, digital signage gives retailers the opportunity to shine. “Digital signage has generated interest as an effective medium for advertising, as well as superior shopper engagement,” noted Aravindh

Vanchesan, Digital Media Program Manager at Frost & Sullivan. “Brands, marketers and retailers are actively exploring synergies between digital signage and cross-platform media tools, such as mobile phones, tablets, kiosks and touch-screen displays, to rebrand stores and influence customer decisions.” Research from Frost & Sullivan found that the digital signage market earned revenues of \$1.53 billion in 2014 and is estimated to reach \$3.23 billion by 2020.

When it comes to providing details on product information, product location, ordering/delivery and checkout, having mobile-enabled associates and mobile POS will help seal the customer service deal. Retailers are reporting impressive results from in-store mobile initiatives: 66% said customer satisfaction increased in 2015 (vs. 58% in 2014) and 64% said employee morale was up 64% (vs. 40% in 2014), according to the *Retail TouchPoints* report. The majority of retailers are using mobile to access product information (78% vs. 60% in 2014) and clienteling/assisted selling (53% vs. 43% in 2014).

## SERVE ME TECHNOLOGIES CHECKLIST:



# REWARD ME



Retailers must reward shoppers for their valuable time and financial investment. The right loyalty program, with easily accessible (and desirable) rewards, provides a strong incentive for shoppers to return to the store again and again. As more customers actively use a loyalty program, retailers can collect more detailed data – leading to additional personalization opportunities.

When it comes to loyalty, the bottom line is that it costs five to 10 times more to acquire a new customer than keep a current customer. And today's shoppers are looking for the most valuable loyalty programs. As many as 34% of consumers said they would not be loyal to a brand if they could not participate in a loyalty program, and 70% said they modify their purchase behavior to maximize their overall loyalty points, according to a survey of more than 10,000 consumers conducted by [Bond Brand Loyalty](#).



**34%** of consumers would not be loyal to a brand if they could not participate in a loyalty program.

- Bond Brand Loyalty

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# REWARD ME



However, loyalty programs are just one potential opportunity to reward shoppers. Retailers also can use social channels to thank and appreciate the best customers. For example, a retailer could reward a shopper with a 25% off coupon for her next purchase if she shares her satisfaction with a recent purchase on social networks.

“We are always looking to quickly analyze current shopper behavior – versus what they have done in the past – and reward them with offers to come back to the store and share the good experience through social media,” STRATACACHE’s Young said.

Smart retailers are offering multiple opportunities for customers to provide feedback or product reviews. But they need to respond to these comments and reviews swiftly to prove to customers that their voices are being heard. This can be achieved through post-purchase in-store surveys, email retargeting and/or social media interactions.

In one example, Walmart engages shoppers post-purchase via information collected within the checkout platform, which is “geared toward connecting a shopper to other touch points that are relevant in this omnichannel world, such as dotcom, services past checkout and the community they live in,” Rosen explained.

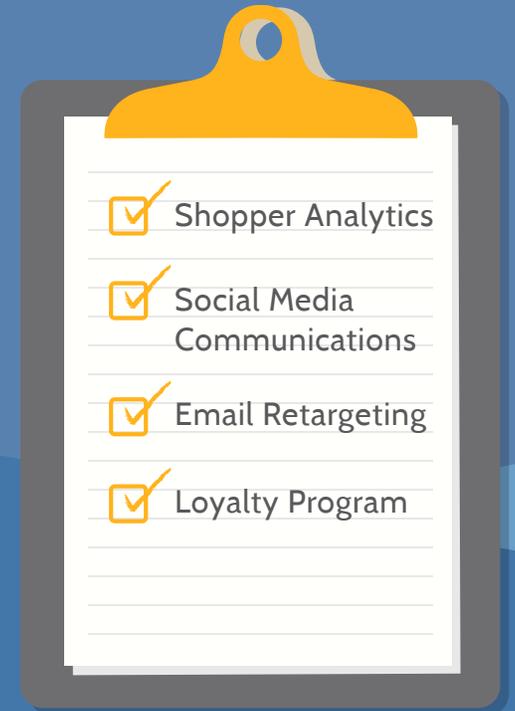
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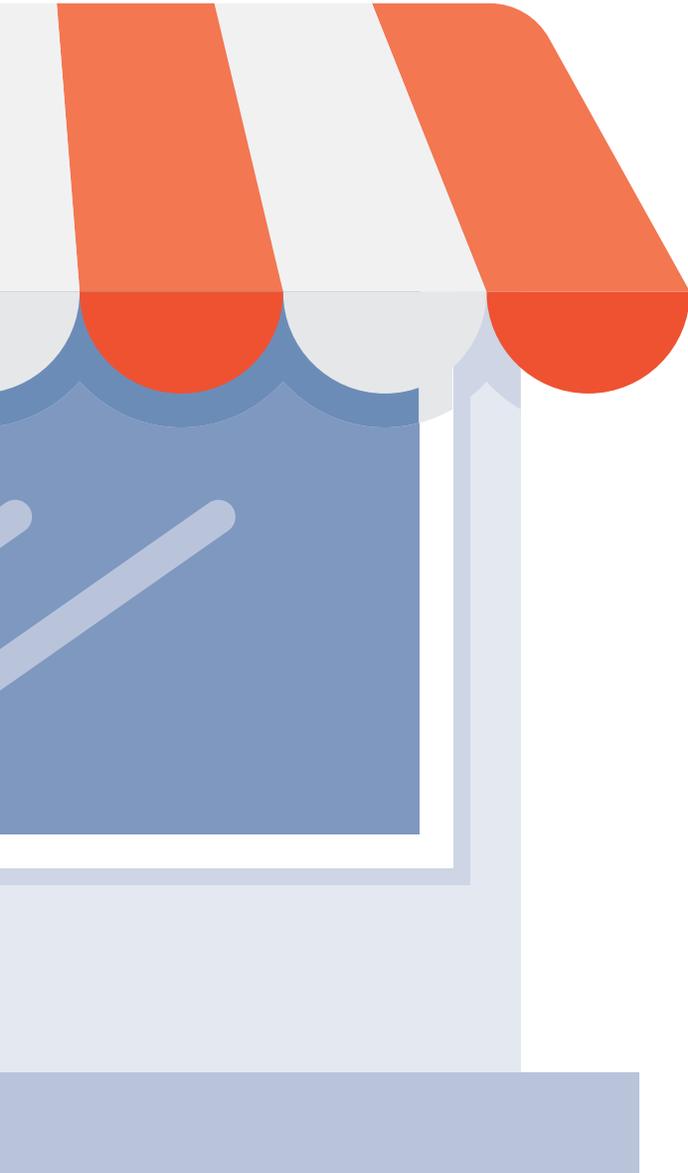
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## REWARD ME TECHNOLOGIES CHECKLIST:



# CONCLUSION



*Both a human touch and an element of the latest technology solutions that will combine to win the hearts, minds and wallets of a growing shopper base.*

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Successful retail is simple: Just learn how to **KNOW** your customers, **SERVE** them with unique experiences and **REWARD** them so they will spread the word and return to shop again. OK, maybe it is not as simple as it sounds, but by following the tips and tactics outlined in this E-book, you'll be able to compete at a high level, keep current loyal customers and win new customers!

The winning combination features a desire to delight shoppers and give them a reason to enter your stores, linger and complete purchases. It's both a human touch and an element of the latest technology solutions that will combine to win the hearts, minds and wallets of a growing shopper base.

We know shoppers are looking for these innovative, personalized experiences, so don't hesitate to implement the strategies and solutions that will appeal to your specific target shopper base.



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## ABOUT STRATACACHE

STRATACACHE is the premier provider of customizable digital signage, digital merchandising, mobile enablement and rich media solutions; solutions that help captivate and influence customers at the point-of-decision, leading to new sales opportunities. With over 1.3 million deployments, we have the deepest and widest footprint in the market and consistently enhance our offerings to better serve your customers.



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Retail TouchPoints is an online publishing network for retail executives, with content focused on optimizing the customer experience across all channels. The Retail TouchPoints network is comprised of a weekly newsletter, special reports, web seminars, exclusive benchmark research, and a content-rich web site featuring daily news updates and multi-media interviews at [www.retailtouchpoints.com](http://www.retailtouchpoints.com). The Retail TouchPoints team also interacts with social media communities via Facebook, Twitter and LinkedIn.

