



SQUARE ROOT®

# Everyone is Talking About Customer Experience

## Do You Know What Your Customers Are Saying?

In a 2018 study, Square Root explored today's Customer Experience (CX) opportunities, surveying both retailers and shoppers alike. While retailers shared the challenges for delighting shoppers today, customers shared their growing expectations. See the **4** key pillars shaping in-store experience—and where brands can focus to earn loyal customers.

# The 4 Pillars of In-Store Customer Experience

## Align Brand Initiatives to These Key Expectations

4 PILLARS	CUSTOMER EXPECTATIONS	RETAILER REALITY
Associates	<b>75% of customers</b> say they're less likely to shop a brand in the future if their problems aren't solved quickly (approx. 26 seconds).	...while <b>52% of retailers</b> admitted store associate training is lacking.
Merchandise	<b>82% of customers</b> expect stores to offer a selection that mirrors what they find online.	...but <b>45% of retailers</b> lack a single view of inventory across all stores and online.
Store Presentation	<b>74% of customers</b> say an inconsistent in-store experience makes them less likely to shop there in the future.	<b>66% of retailers</b> say they struggle to uphold corporate standards while providing a local, personalized experience.
Promotions	<b>70% of customers</b> expect online promotions to be honored in physical stores, and when they're not, 59% say they're less likely to shop the brand in the future.	<b>56% of retailers</b> say problems around promotions are one of the biggest sources of customer frustrations in stores.

### Are your stores focused in the areas that matter most to your shoppers?

71% of shoppers say in-store experience impacts whether they will be a repeat shopper, but 78% of retailers agree improved back-end tools would help them better understand and improve customer experience in their stores. Check out the full-length reports from retailers and customers at [square-root.com/customer-experience](https://square-root.com/customer-experience). Connect with us to discuss leveling up your data and tools to align corporate CX initiatives to the actions in your stores.

*Current data is based on surveys of 150+ retailers and 650+ consumers across the U.S.*



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