## Retailers & Brands: the Importance of Digital Customer Experience

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## **IIII Rich Digital Experiences Matter**



would switch to a competitor if their digital customer experience doesn't measure up



are more loyal to a retailer that offers exceptional customer experience

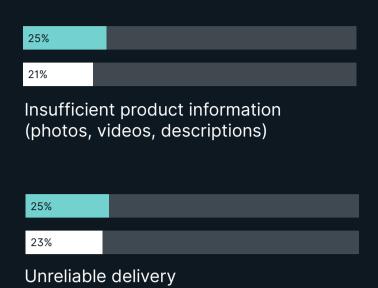


have shopped with a different retailer because they received duplicated or irrelevant content

## **IDENTIFY TOP 5 Challenges when Shopping**

For GenZ (16-24 year olds)

For All age

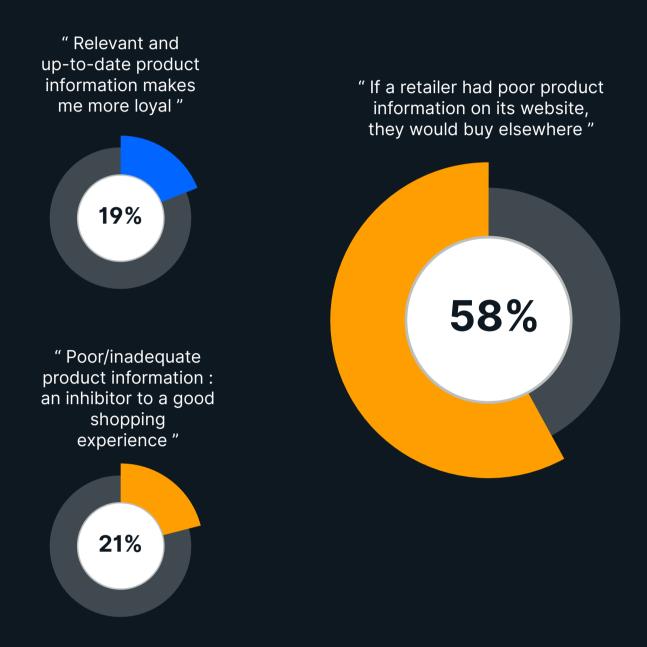


21%

26%		
Reduced shopping destinations		
20%		
19%		
Returns	and exchange policies are not cle	ear

The latest products are not available

## **IIII** The Role of Product Information



## **Buying Journey**



would divert their attention away from a retail website with inadequate visual content, most notably product photography.

#### 45%

Images are really important to me when shopping online

#### 28%

I like to have access to 360-degree images when I am buying products online

#### 24%

Poor quality images stop me buying

11%

Grainy or low-res pics are frustrating



#### 34%

I occasionally look at a video before making a purchase

#### 21%

I often use videos to make decisions

#### 7%

I would not buy a product if it didn't have a video explainer

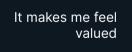
## Herein How Consumers Interact with Brands

How do they interact with their favorite brand's content?

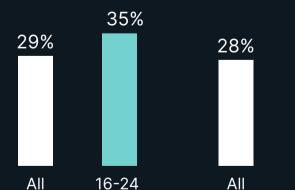
#### 16-24 All age 45% 59% In person Instagram 43% 57% Email Mobile app 42% 53% Facebook In person 42% 52% Retailer website Facebook 42% 51% Mobile app Email 39% 50% Brand website Brand website 32% 49% Instagram **Retailer website** 32% 46% SMS SMS 27% 46% Telephone call Twitter 17% 41% **Telephone call** Twitter 33% 15% Linkedin Tiktok 28% 15% Tiktok Linkedin

## The variety of channels

#### Personalised content is a clincher



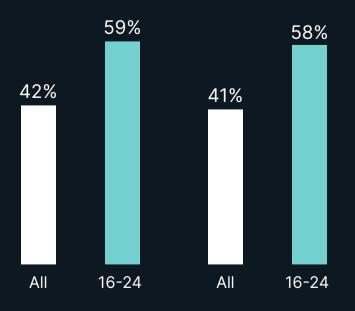
It makes me more likely to buy from that retailer again



y to buy from that retailer again 37%

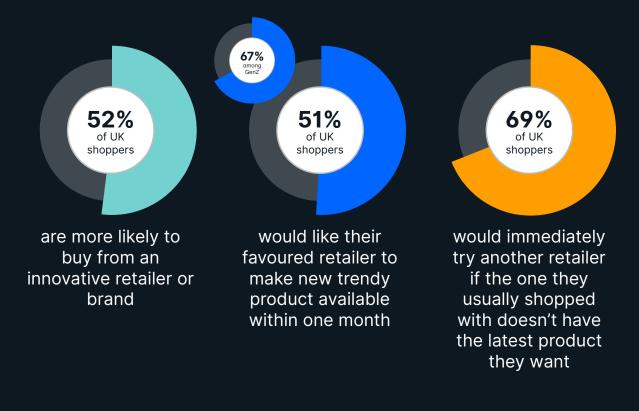


#### Addressing the need to compete



I have recommended a retailer because of the quality of the content they share I made additional purchases from a retailer because of the quality of the content they share

## **III Product Refresh and Innovation**



**Source**: Nuxeo & Censuswide 2020 Retailers & brands research report - Navigating the new normal: How customer experience has become even more important for retailers and brands as they look to the future

