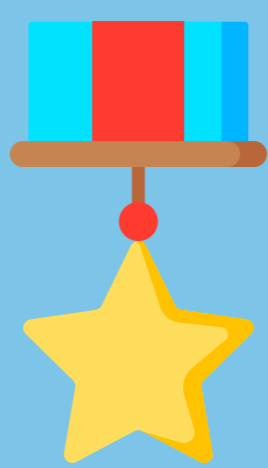


# SURPRISE YOUR CUSTOMERS WITH THE POWER OF DATA



Customers have high expectations. Turn your customers into fans by responding to their wishes. **What are the pitfalls and how can you score a hit?** These trends will help you on your way.

## TREND 1: Customers expect an unbeatable buying experience.



### Quality and innovation

When customers shop at their favourite store, quality and innovation are more important to them than price.<sup>(1)</sup>



### Most important distinguishing factor

In 2020, the customer experience will beat price and product as the most important distinguishing factor.<sup>(1)</sup>



### Seamless omni-channel experience

A seamless omni-channel experience is vital in this digital age. Only 17 percent of retailers in the Netherlands offer an optimal customer experience wherein all channels correspond with each other.<sup>(2)</sup>

## TREND 2: customers want great service.



### New versus existing customers

Acquiring new customers costs 6 times as much as retaining existing customers.<sup>(3)</sup>



### Resolving complaints

Of all customers, 70 percent will return when you resolve their complaints.<sup>(3)</sup>



### Sharing experiences

An unsatisfied customer will tell 16 others about their experience. Only 9 people will be informed about positive experiences.<sup>(3)</sup>

## TREND 3: customers love personalised, relevant advertisements and special offers



### An online following

60 percent of consumers say they follow brands and retailers online.<sup>(1)</sup>



### Special days

Take part in special days. Examples include Singles Day and Black Friday, which are continuing to increase in popularity. In 2017, these special days resulted in an early peak in Christmas purchases.<sup>(4)</sup>



### Online defeats offline

Webrooming defeats showrooming. A total of 23 percent of shoppers first go online to look up information about consumer electronics before visiting an offline store. Only 2 percent will do the opposite.<sup>(1)</sup>



## THE OPTIMAL CUSTOMER JOURNEY

Utilise **up-to-date, accurate and detailed customer data** and let your customers experience **perfect customer journey**. A 360-degree view enables you to better **understand, control** and even **predict** the behaviour of your customers.

**Want to know how it works?**  
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