



From Clicks to Bricks: Omnichannel Customers Expect More from Stores

87% of shoppers say their in-store purchase decisions are influenced by store associates. In contrast, more than half of shoppers feel that service is lacking online.



Overview

Salesfloor conducted this study to help retailers understand the gap in online and brick-and-mortar shopping experiences. There is a growing demand for improved sales and service from retailers, especially as more customers choose to research and make purchases online. With new technology being used both by shoppers and retailers themselves, brick-and-mortar stores are facing massive changes.

The study surveyed 500 North American consumers on their online and in-store retail shopping habits. The study asked questions across a variety of topics, including the impact of sales associates on the shopping experience.

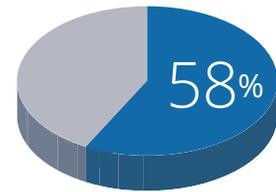
Study Findings

Fifty-eight percent of shoppers say online shopping lacks the level of service offered in stores, particularly recommendations and guidance from associates, which shoppers still expect to receive when they shop online.

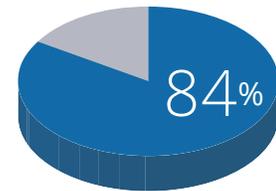
Many retailers have not leveraged their associates to serve their local online customers. This represents an important opportunity that shoppers have expressed a need for when shopping online.

When visiting retail store locations, 84 percent of shoppers seek out help or recommendations from sales associates. But when they visit retailers' websites, shoppers are left without their expert guidance and knowledge of products, style, fit and more.

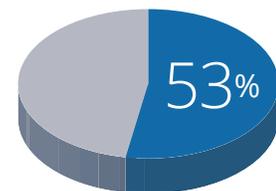
Fifty-three percent of shoppers want the option to shop online with a sales associate, with 58 percent saying it would be helpful to see his or her recommendations and insights online.



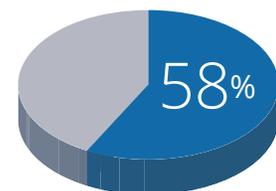
say online shopping lacks the level of service offered in stores



seek out help or recommendations from sales associates



want the option to shop online with a sales associate



say it would be helpful to see online sales associate's recommendations and insights

Impact on Sales

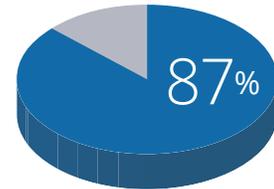
Not only does the presence of sales associates online have an impact on customer relationships and loyalty, but it also drives incremental sales for retailers.

Here's what we found

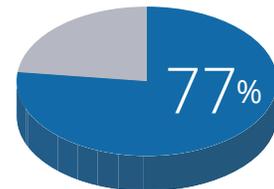
Eighty-seven percent of shoppers are more likely to buy an item recommended from a sales associate, uncovering a direct correlation between associate recommendations and sales. What's more, 77 percent of shoppers are more likely to make a purchase from a sales associate who has helped them before. It's clear that recommendations and relationships play an influential role in driving retail sales.

Retailers need to leverage the relationships that their associates have with customers across all channels. Associates should be able to make product recommendations to their customers beyond the physical constraints of stores. This is extremely important as shoppers want to buy from associates who work in their local store, instead of with someone from a call center in an undisclosed location.

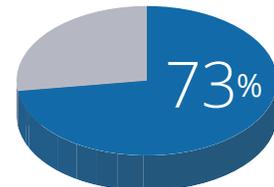
Seventy-three percent of shoppers say sales associates who remember their personal preferences and style, impact how much they buy from a retailer. By helping their associates connect with customers online, retailers can build relationships at scale while providing a consistent shopping experience for all customers, on all platforms. Sales associates should not only be limited to serving the local in-store customer, but also the local online customer.



are more likely to buy an item recommended from a sales associate



are more likely to make a purchase from a sales associate who has helped them before



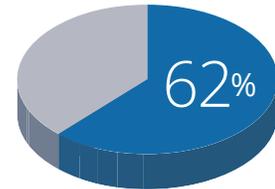
say sales associates who remember their personal preferences/style impact how much they buy from a retailer

Impact on Marketing

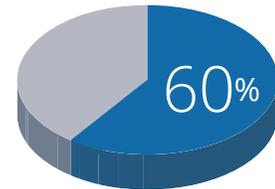
Today, shoppers receive more marketing messages than they ever have before. In order to maximize customer engagement retailers can leverage the relationships that stores have created within their local communities. Shoppers are more willing to share personal information and engage in communications from stores and associates they know and trust.

Here's what we found

Sixty-two percent of shoppers would rather receive personalized marketing emails from an individual associate, instead of the retailer's national newsletter. What's more, 60 percent of shoppers are more likely to share their email address and personal information with retailers if they know the communication is used by an individual associate. Equipped with the ability to communicate directly with customers, associates are able to create greater connections with shoppers and establish a deeper and ongoing relationship.



would rather receive personalized marketing emails from an individual associate



likely to share their email address and personal information

Conclusion

Retail sales associates are the driving force behind the personalized service shoppers receive in store to encourage purchases and foster relationships. By in large they've been excluded from serving the online customer.

Shoppers are aware of and frustrated by the impersonal online experience that leaves them sorting through hundreds of product pages with little help. This can have implications for retailers, as frustrated online customers may lead to retailers missing out on sales, or losing sales to competitors.

Retailers should help their store associates become "omnichannel associates", so customers can shop online directly with their local store or favourite associate. Associates should be empowered to market directly to their local online shoppers and provide personalized online services to make shopping easier. By doing so, retailers are truly leveraging their biggest assets—their associates.



Shop Online



Personal Service



Market Directly

About Salesfloor

Founded in 2013 by Oscar Sachs and Ben Rodier, Salesfloor was created to address the significant void in service that shoppers experience when using a retailer's website to shop compared to when shopping in store. With Salesfloor, customers can shop online directly with the store or local sales associate, and benefit from the same high-quality experience online as they receive in store. Salesfloor currently operates from Palo Alto, New York, Montreal and London with a team of retail executives and technologists.

To learn more about this study or best practices being implemented by top retailers, contact Salesfloor below.

Salesfloor Contact

Julia Lo Basso
Director, Retail Services
julia@salesfloor.net
438-798-3232

