

5 ways to increase bricks-and-mortar loyalty

In the highly competitive retail market, it is more cost-effective to nurture existing customers than to attract new shoppers. Here are 5 techniques for improving shopper loyalty:

1

Optimise the store's position as the point of purchase

55% of shoppers will know exactly what they want to buy when they enter a store.

Retailers need to prepare for a focused shopper who expects a convenient, frictionless experience when he reaches the shelf edge. This means understanding when in-store traffic is likely to peak, and finding the optimum shopper-to-associate ratio.

60% of shoppers research purchases online before buying in store.

Product range, pricing, marketing offers, loyalty incentives: consistency is key to customer satisfaction. Consumers want to be equally recognised and rewarded across all channels.

2

Connect the online and in-store customer journey

DISCOUNT

DISCOUNT

Source: ShopperTrak

3

Identify first-time and repeat visitors

Retailers with a 40% repeat customer base generate 50% more revenue than those with only a 10% repeat customer base.

Loyal customers add significant value to a retailer's bottom line. Brands need to not only be able to identify loyal customers, but also reward their shopping.

Source: Kissmetrics

1 in 5 shoppers want offers and in store services tailored to their personal tastes.

Retailers should leverage customer data in conjunction with relevant technologies, such as Wi-Fi, to offer customer-specific offers. Such a detailed level of service encourages shopper visits, improves conversion rates and increases average transaction size.

Source: iVend Retail

4

Personalise service at the shelf edge



Hi xxxxxx
we thought you may like this...

BUY NOW

5

Empower store associates

A quarter of shoppers would like to be served by staff equipped with a tablet device.

By connecting store associates to operational data and customer insights, associates are able to personalise service and improve the in-store experience by reacting to what is happening at specific moments in time.

Source: ShopperTrak

How can we help?

Increase customer loyalty in store with ShopperTrak

ShopperTrak, the leading global provider of location-based analytics for retailers, offers insights into consumer behaviour that improve profitability and effectiveness.

Through the use of analytics, ShopperTrak enables clients to better understand their customers, enhance the shopping experience, and ultimately increase traffic, conversion and transaction size.