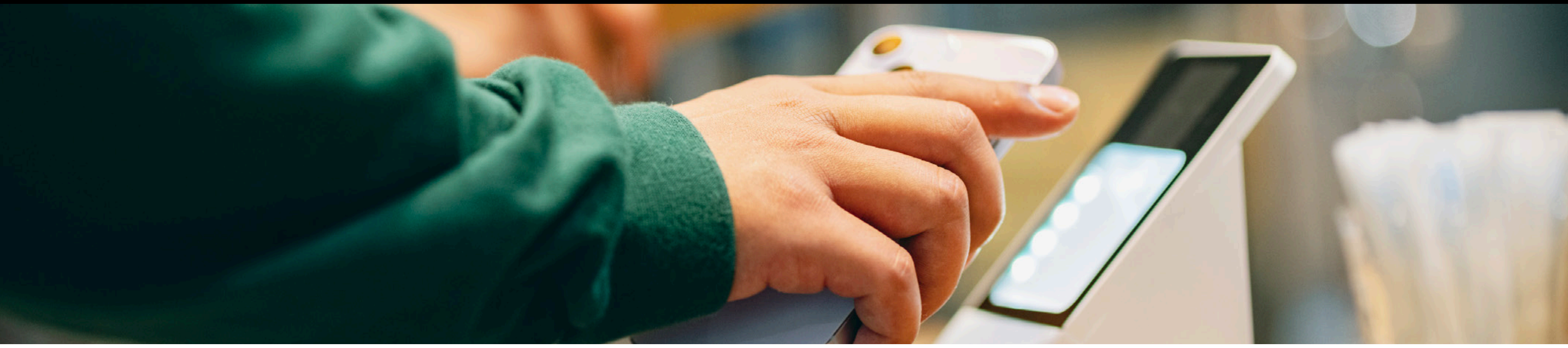
Quick read

HOW TECHNOLOGY HELPS RETAIN AND UPSELL RETAIL CUSTOMERS



From an online store presence to a simplified check-out process using in-store mobile point of sales devices, retailers are investing in new ways to keep customers engaged for longer.

Brick and mortar locations are once again a greater part of the retail mix, working in conjunction with online shopping to create a better customer experience overall and help retails boost revenue. Retailers are now looking to tech to enhance the physical environment. Combine this enhancement with online pick-up services, direct-to-store ordering and the ability to search inventory across all locations, retailers can get the most from every customer visit. In fact, it is estimated that brick and mortar locations are enjoying higher conversion rates (one of the most accurate indicators of retail store performance) than their online partners. For stores, it averages between 20-40%, versus 1-4% for just e-commerce.

In the retail store there are layers to the 'unique experience' of in-person shopping. When people walk into a store, they can see the brand, the product, and make more use of their senses. In-store shoppers can speak to store associates, touch items, and see the size/shape/weight of the product in the physical world.

> "The key to keeping customers in stores is to provide them an experience they can't receive online."
>
> ***CORRI BEXX***
> **Director of Sales for Technology Services, GTT**

Retailers know that the longer they can keep people in their store, the more money they are likely to spend. According to Corri Bexx, Director of Sales for Technology Services at managed network and security services provider GTT, "The key to keeping customers in stores is to provide them with an experience that can't be replicated online."

According to GlobalData*, over 76% of retailers are investing in technology to improve customer engagement and 69% are investing in in-store technologies like connected and Internet of Things (IoT) devices.

By developing a strategy that brings together and invests in both the online and in store experience, retailers can capture a bigger share of customers' attention. For this reason, they are becoming a growing threat to retailers that profit solely from an online presence.

* GlobalData Retail Technology Investment Plans Survey, May 2023

GTT Greater Technology Together

GTT.net

 UK Retail_retain_05-17-24-J1295