

2016 Global Research:

# Customers are shouting, are retailers listening?

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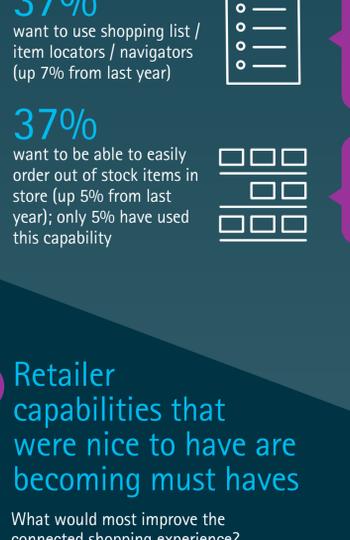
Accenture's new survey of global shoppers reveals a rising intensity that's forcing companies to adapt more quickly to the shifting retail reality that defines the customer experience. Below are the key findings from our research.

## 1 Most shoppers are shopping on the go



Only **58%** of retailers have smartphone apps with purchase capabilities

## 2 Shoppers are demanding more services via their mobile phone while shopping in store



**7%** can send real-time promotions

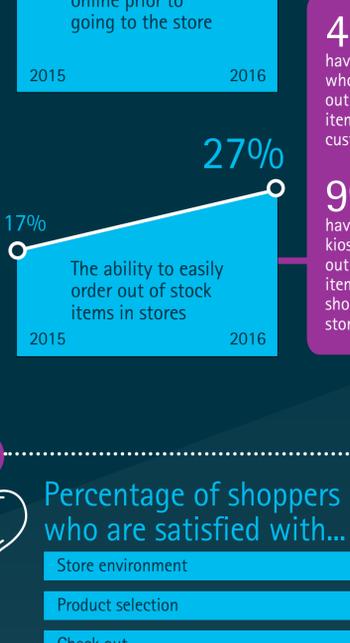
**16%** can automatically credit coupons and discounts

**31%** have apps with shopping list capabilities; 4% have virtual store display capabilities for the mobile phone

**43%** provide the ability to easily order out of stocks via mobile phone in store

## 3 Retailer capabilities that were nice to have are becoming must haves

What would most improve the connected shopping experience?



**28%** provide store-specific stock availability information

**46%** have store staff who can order out of stock items for customers

**9%** have in-store kiosks to order out of stock items while shopping in store

## 4 Percentage of shoppers who are satisfied with...



## Shoppers expect more...



**68%** have knowledgeable staff who can explain features as necessary

**1%** provide sales associates with tablets so they can easily access customer history

**3%** allow customers to book time with sales associates and receive an alert when someone is available

**56%** have next day delivery options

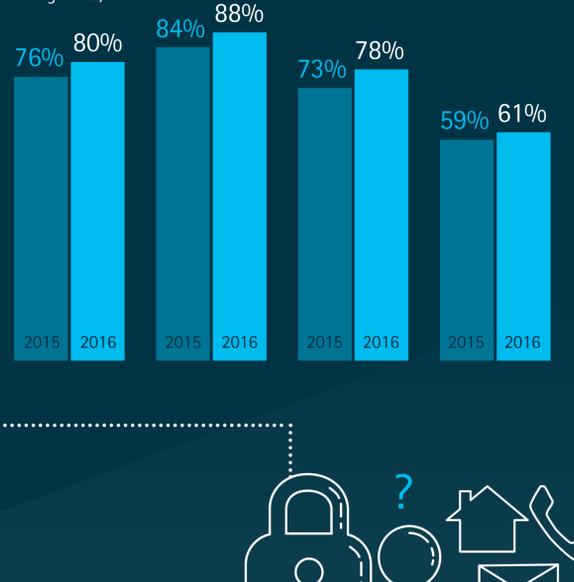
**11%** have same day delivery options

**49%** enable delivery scheduling on a specific day

**39%** have click & collect capabilities

**57%** allow shoppers to return online orders to the store for a refund or replacement

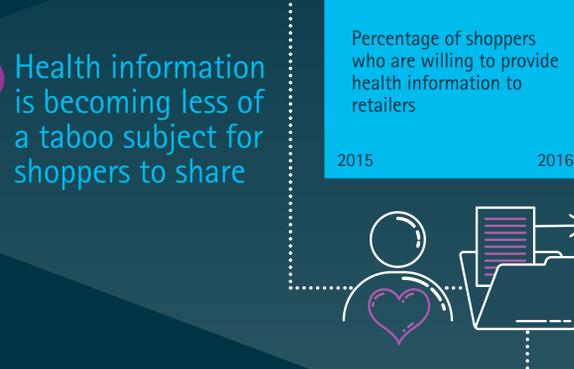
## 5 Shoppers are online more to find what they want to purchase



## 6 Trust continues to be an issue



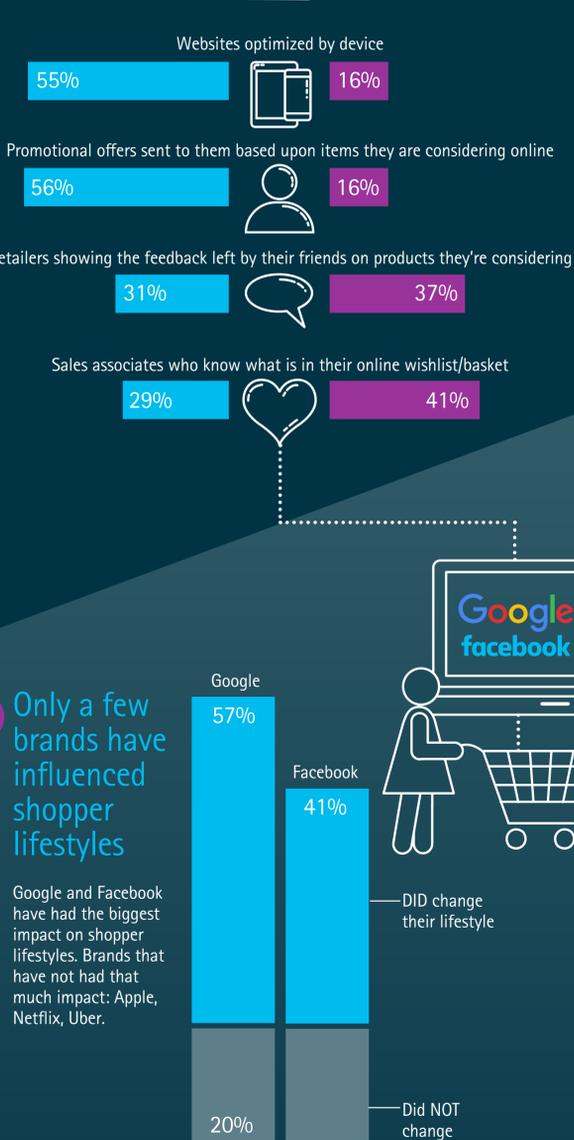
## 7 Shoppers are open to Instacart - a service that handles the shopping at one or multiple retailers and delivers products for a fee



## 8 Health information is becoming less of a taboo subject for shoppers to share



## 9 Shoppers want retailers to improve the customer experience (without invading their privacy)



Global sample of consumers: Accenture surveyed over 10,000 consumers in 13 countries around the globe (Brazil, Canada, China, France, Germany, Italy, Japan, Mexico, South Africa, Spain, Sweden, the UK, and the US) who have shopped online and in stores in the last three months who indicated regular internet and smartphone use. This survey has a 95% confidence level with a margin of error of +/- 1%. Survey conducted in November 2015.

Global retailer benchmark: Accenture benchmarked over 160 retailers representing the apparel, consumer electronics, department store, discount/mass/hypermarket, grocery, drug/health & beauty, and home improvement sectors in 10 countries: Brazil, China, Japan, UK, US, Canada, Spain, Sweden, Italy, Germany.

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