

# BRICKS-AND-MORTAR PERSONALISATION

The case for investment



Modern consumers crave personalised customer experiences while visiting bricks-and-mortar stores. They've shopped online and experienced the individually tailored experiences offered by online retail pureplays and they are now fed up with being treated like strangers when they walk into a physical store.

Achieving true personalisation involves investment in the retailer's digital network, but the investment is justified because it stimulates conversion rates, improves repeat custom and increases lifetime value.

Once the initial investment is made, exciting new paths to personalisation become possible, including clienteling, beacon technology and cloud-based social Wi-Fi. Is the business case for personalisation real and compelling?

Don't take our word for it, here are the figures to prove it:



## PERSONALISATION DRIVES SALES:

**75%** of consumers are more likely to buy from a retailer that knows them by name, shares recommendations based on past purchases or knows their preferences

Source

**86%** of consumers will pay up to 25 percent more for an enhanced customer experience

Source



## SHOPPERS EXPECT PERSONALISATION:

**72%** of shoppers expect retailers to understand their unique needs and expectations

Source

**63%** of consumers want personalised product recommendations

Source

**53%** are interested in personalised special offers

Source

**69%**

of millennials are interested in personalised brand experiences

Source

## DATA SECURITY AND PRIVACY ARE KEY BATTLEFIELDS:

**64%** of consumers are willing to share personal data in exchange for benefits

Source

**90%** of shoppers say businesses that protect their personal data will win their custom

Source

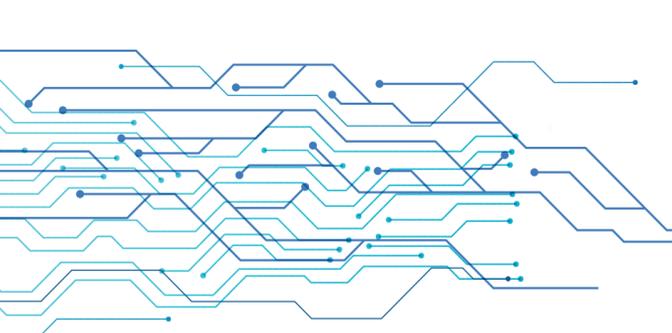


## CONSUMERS HAVE THE HARDWARE AND BEHAVIOUR PATTERNS TO EXPLOIT PERSONALISED SHOPPING EXPERIENCES:

**75%** of shoppers now carry a Wi-Fi enabled device (mobile or tablet) while shopping. This is set to rise to **90% by 2022**

**90%** use their smartphone while in a physical store to download coupons, price check, look for product specs, and pay where available

Source



## DOWNLOAD OUR NEW REPORT

For more information about the role of digital networks in physical retail personalisation.

Vodat offers the solutions to ensure your brand is fully connected and your network is scalable, flexible and can be fully managed with 24/7 service and technical support. Get in touch to find out how we can help you deliver personalised experiences for your customers.

