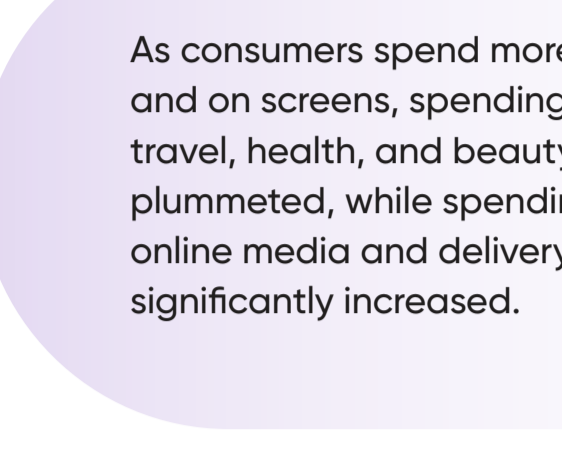


5 Ways to Appeal to Modern Consumers and Boost Sales in Your Retail Store



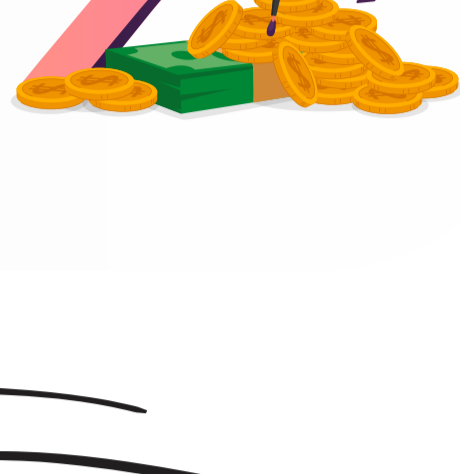
Unpredictability in Retail Operations

In unprecedented times like COVID-19, retail operations continue to get disrupted. With supply chains stifled and customers forced to stay indoors, many retailers are compelled to get more and more approachable and innovative to adapt to changing consumer demands swiftly.



The world has witnessed a sharp decline in consumer spending, with an estimated 8.7% drop in U.S. retail sales in March 2020.

As consumers spend more time indoors and on screens, spending on restaurants, travel, health, and beauty (and more) has plummeted, while spending on groceries, online media and delivery services has significantly increased.



How Retailers Can Prepare for a New Normal



1 Recalibrate Your Digital Commerce Efforts

- Simplify digital commerce channels
- Offer clear guidance for more flexible fulfillment options
- Add flexibility and agility into the return policies
- Strengthen customer service interactions

“

Nearly 30% of consumers in the U.S. continue to stockpile food and other fast-moving consumer goods, with sales of disinfectant products up 10 to 13 times in the first few weeks of March 2020.



2 Refine Your Digital Marketing Mix

- Prioritize most-valuable customers
- Refine social media marketing strategy
- Boost email marketing and display advertising efforts
- Track shifting consumer demands and improve measurement

“

Traffic for social networking sites, streaming services and news websites has skyrocketed as consumers continue to crave respite and escape during a time when nearly a quarter of the world is on lockdown.

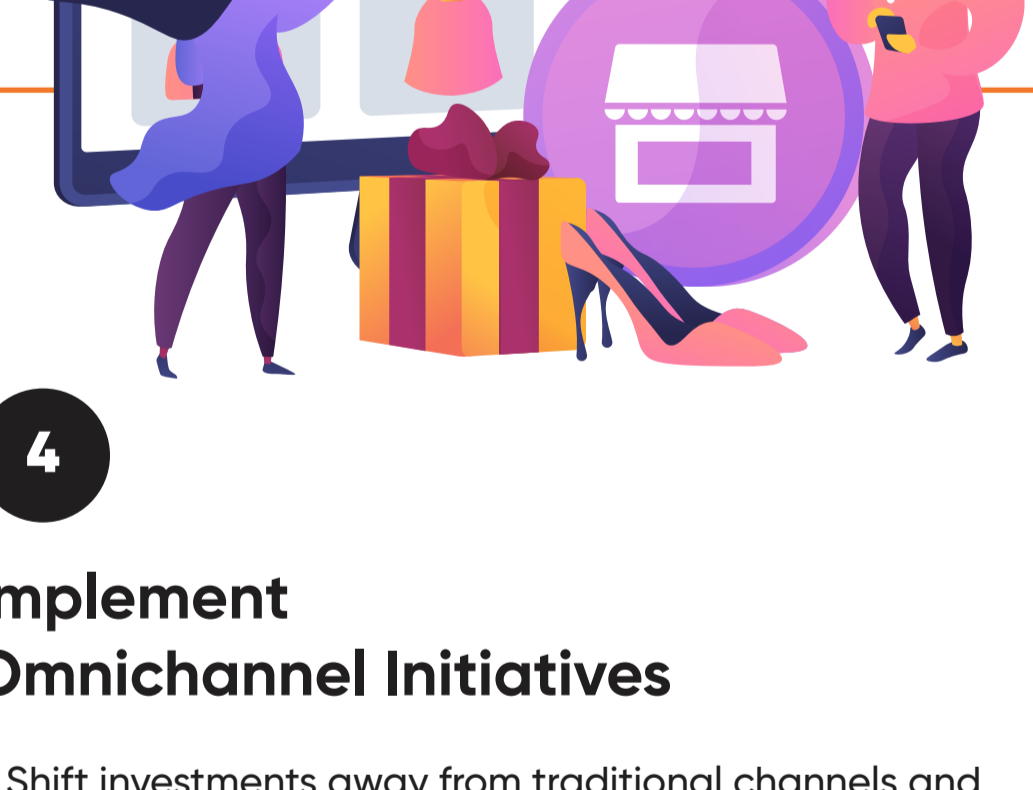


3 Leverage User-Generated Content

- Encourage ratings and reviews to demonstrate product efficacy
- Strengthen authenticity and guide consumer purchasing decisions
- Source content directly from customers for the brand site
- Incentivize users to create content through fun and engagement

“

If a consumer trusts a company, they are 93% more likely to recommend that company, 92% more likely to buy their products or services and 88% more likely to spend more money.



4 Implement Omnichannel Initiatives

- Shift investments away from traditional channels and channel-focused teams
- Reimagine customer relationships across digital touchpoints and interaction modalities.
- Design new multiexperience (MX) journeys by implementing a mesh app and service architecture (MASA).
- Align and connect UXs for customers and employees

“

Nearly 20 years later, omnichannel thinking has expanded beyond retail, but few organizations have been able to fully realize their omnichannel ambitions of unified CX.



5 Harness Consumers' Exploration Habits

- Overcome the challenges of complex customer exploration and to drive conversion
- Facilitate customers' research without overwhelming them with too many options
- Design cycles of exploration to help customers progress from one decision point to the next
- Integrate guided selling techniques and tools to help customers close the sale

“

In a recent Gartner survey, 61% of consumers reported enjoying the process of researching new products and services, and 58% reported loving to seek out new products and services.

Resources

- <https://blogs.gartner.com/claire-tassin/2020/06/03/reaching-consumers-without-stores/>
- <https://www.gartner.com/document/3985169>
- <https://blogs.gartner.com/kristina-larocccerone/2020/08/21/you-gotta-have-help-marketing-with-empathy/>
- <https://www.gartner.com/en/doc/720630-success-in-the-digital-experience-economy-requires-connecting-mx-ux-cx-and-ex>

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