

12 BEST PRACTICE APPROACHES TO ENSURE YOU PUT YOUR CUSTOMER FRONT AND CENTRE

Featured in the 2018 Internet Retailing Customer Dimension Report – Sponsored by RedEye

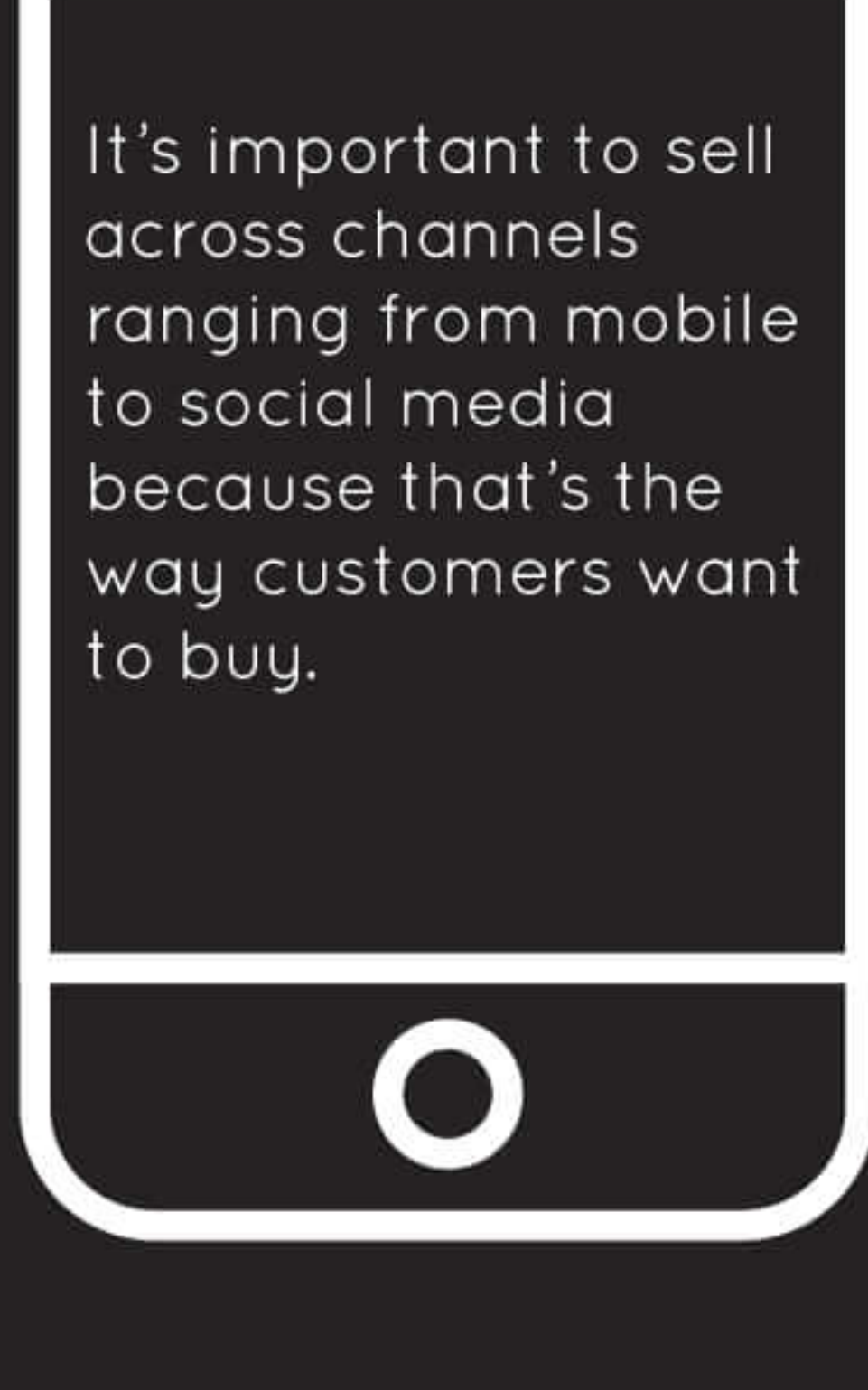
1 DEVELOP A COLLECTION STRATEGY

Leading retailers are working hard on getting the customer experience right for individual shoppers. Meaning your customers will come to expect the shopping experience to be relevant to their needs.



“If we don’t start personalising things for people, we run the risk of losing them.”

Rob Pearson
Head of Personalisation **next**



It’s important to sell across channels ranging from mobile to social media because that’s the way customers want to buy.

2 REMEMBER THE PRODUCT IS THE STAR

Debenhams plan to choose which products to stock based on their online analytics. Once they know what their customers are searching for, this should point the way to ‘hot’ brands and products they should be stocking.

Debenhams

3 SIMPLIFY WEBSITE PAGES TO SPEED UP LOAD TIMES



The speed at which websites load makes a real difference to the customer experience – especially for shoppers viewing from a mobile phone.

In 2016 the Google/Soasta study found that sessions that converted users had **38% fewer images** than sessions that didn’t convert.

4 SHOW HOW AN ITEM WILL FIT



Products, from clothing to sofas, are only truly relevant if the potential buyer knows they’re going to fit.

Use of augmented reality is also on the increase, being used to show shoppers how goods would look on them, or in their home.



“We wanted to offer something truly unique to our customers that was not only aesthetically pleasing, but intuitive and practical too.”

James Vernon
Head of Online **dfs**

5 ENABLE INTERNATIONAL SHOPPERS TO BUY FROM A WEBSITE THAT STILL FEELS LOCAL

Shoppers want to be able to buy in a way that feels comfortable for them. That means using their own language and payment methods they trust. IKEA has **55 local language websites**, from the UK to the United Arab Emirates.



“We have worked hard to transfer our culture across to our European operations, always respectful of different customs and ways.”



6 THINK ABOUT HOW PUREPLAY RETAILERS CAN USE STORES...

Retailers find new customers and raise awareness of their brands when they sell through third-party websites and stores.

Online brand Swoon Editions is now selling through department stores.



“Our home-obsessed customers are increasingly requesting that they want to see our furniture in real life. In an online-only world, it is harder to bring people into your brand in the same way you can with a physical store.”

Nicki Lynch
Chief Customer Officer **SWOON EDITIONS**

7 ...AND HOW RETAILERS OF ALL KINDS CAN USE OTHER PEOPLE’S WEBSITES



Many retailers now sell through other websites as they look to put themselves in the front of new customers. Missguided, Quiz and PrettyLittleThing are all available through the Next Website. This does come with a health warning, since selling through other websites is likely to be less profitable than selling through your own.

“Although online sales through our third-party partners have been disappointing and will impact the group’s performance for the full year, increased own website sales will support profitability growth moving forward.”

Tarak Ramzan
Chief Executive **QUIZ**

8 CONSIDER NEW APPROACHES TO CUSTOMER SERVICE IN STORES

At a time when department stores are competing for customers and visitor numbers to the high street are falling, some retailers are taking a new approach to the way they hire and train staff.

John Lewis has previously used theatres and fashion colleges to train its staff to deliver service with a difference. The thinking is that more expert staff will deliver a better customer experience, attracting more shoppers in-store.



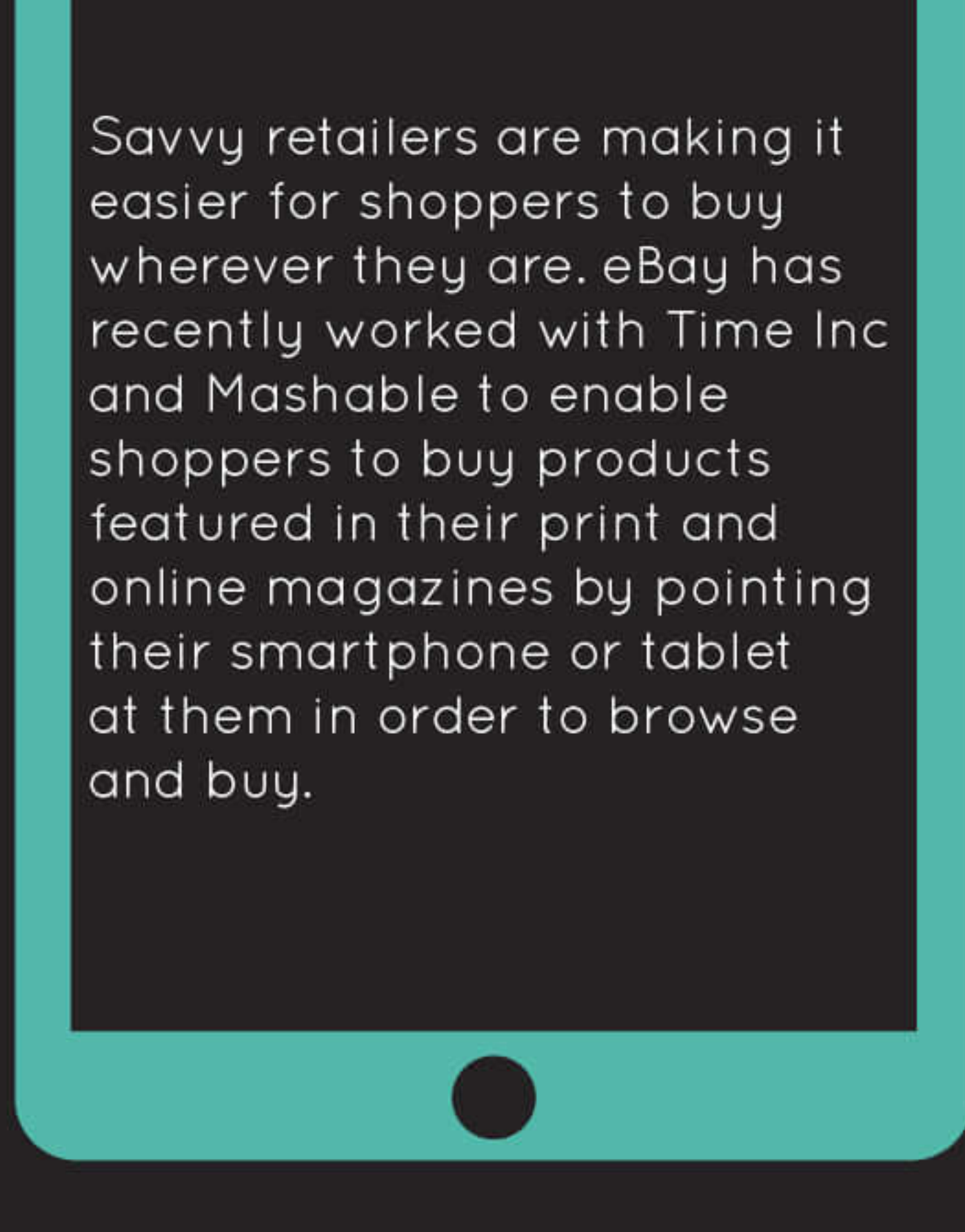
9 SPEED UP THE REFUND WHEN SHOPPERS RETURN AN ITEM

How easy it is to get a refund is fast becoming a factor that shoppers take into account when considering whether or not to buy.

Boohoo Group has taken a small but significant step to improve its returns experience. Shoppers now receive their refund as soon as the courier collects their item!



10 GO TO WHERE THE CUSTOMER IS



Savvy retailers are making it easier for shoppers to buy wherever they are. eBay has recently worked with Time Inc and Mashable to enable shoppers to buy products featured in their print and online magazines by pointing their smartphone or tablet at them in order to browse and buy.

“We know a lot about how people shop on our site but less about how they shop off it. So, we wanted to bring a simplified shopping experience that brings products to Mashable’s passionate audience, rather than expect them to come to us.”

Dan Burdett
Head of the eBay EMEA Marketing Lab



11 USE NEW TECHNOLOGIES TO ENABLE CUSTOMERS TO GET IN TOUCH



Leading retailers are giving shoppers new and more efficient ways to get in touch. Businesses are using machine learning to offer customers automated answers to their questions, allowing conversations to continue out of hours.



“The investment in new data capabilities and optimisation algorithms will continue in the next year.”



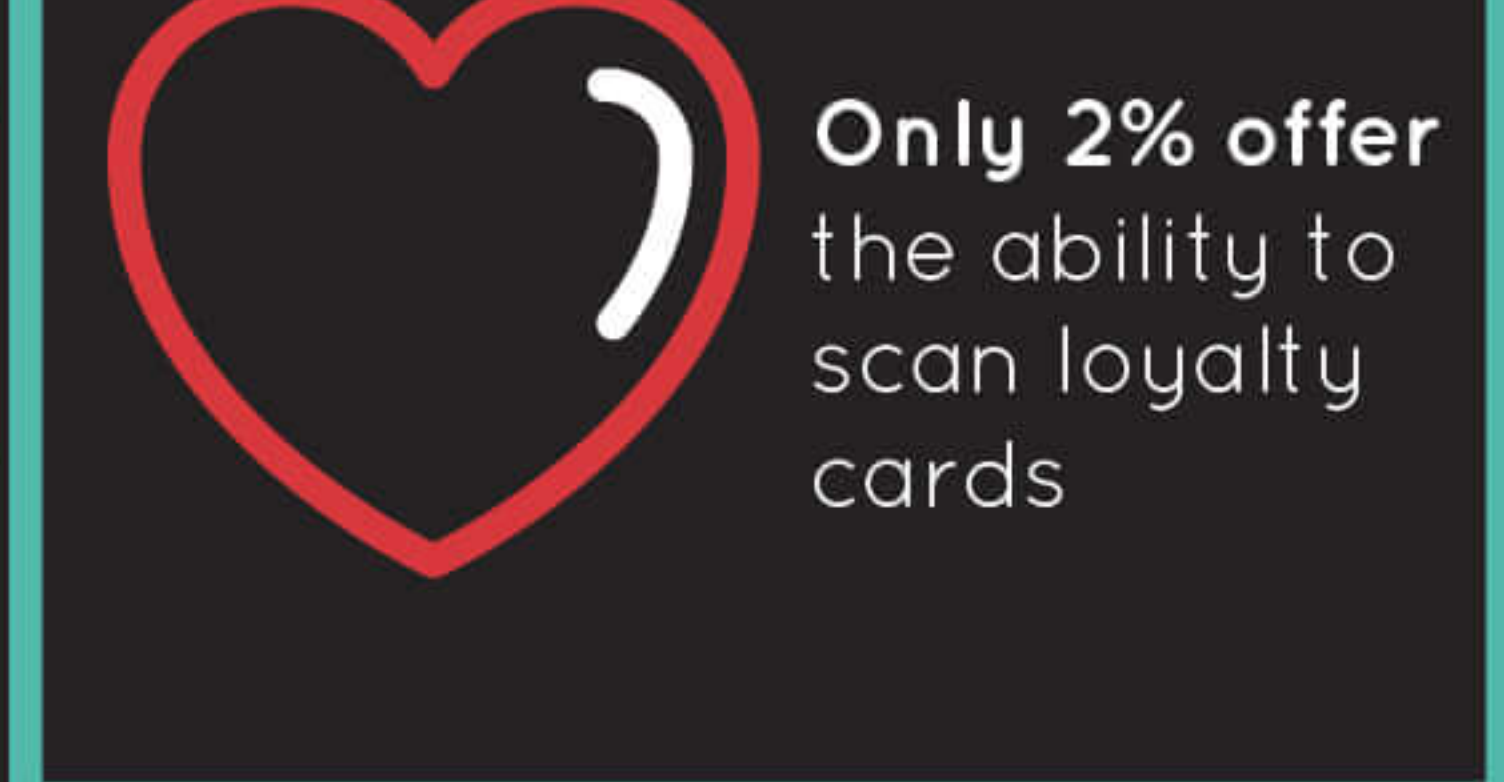
ASOS

12 MAKE A DIFFERENCE THROUGH THE APP EXPERIENCE

RetailX research finds that while around half of Top 500 retailers have an iOS app, the experience they offer through the app is relatively limited.



Only 6% of retailers with an app offer live chat



Only 2% offer the ability to scan loyalty cards