

Showrooming versus webrooming

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De buzzwoorden vliegen retailers om de oren. Zie ze maar eens bij te houden en te analyseren op welke wijze ze van toepassing zijn op een retailonderneming. Softwareontwikkelaar Openbravo neemt in deze infographic de showroomers en webroomers onder de loep en legt uit hoe retailers bij beide klanttypen commercieel succes kunnen boeken.



Buzzwords can be tough to keep up with. Especially if you're in retail and can't spend hours figuring out what each word means, how it affects your business, and what you can do about it. Two words in particular that I'd like to tackle are "showrooming" and "webrooming."

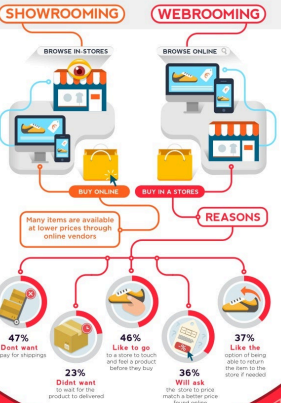
THE MOBILE-ASSISTED SHOPPER

Shopping habits are changing, so we first need to have an idea of what a modern shopper is and some of their behaviour in-store.

FIVE TYPES OF MOBILE-ASSISTED SHOPPER



FREQUENCY OF MOBILE ACTIVITIES IN-STORE



WHAT CAN RETAILERS DO TO TURN WEBROOMING SALES-GENERATOR, INSTEAD OF A SALES DESTROYER?

- Find out what you are doing well at and what you are doing poorly at.
- Find out what your competitors are doing well at and what they are doing poorly at.
- Find out what your customers are doing well at and what they are doing poorly at.
- Use the strengths of your business to create a unique customer experience.
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TOP 3 things to take advantage of both showrooming and webrooming trends

GO OMNI-CHANNEL	ENGAGE CUSTOMERS WITH GREAT SERVICE AND INCENTIVES	ENGAGE SHOPPER'S OPINIONS
60% of customers believe that multi-channel retail channels will be the norm for their brands.	69% think online purchases is "less reliable".	23% already post updates to a social media service while in-store.
56%	68%	19%
56% claim they would share more of their retail store if their business enabled shoppers to browse through their merchandise online.	68% think it is the "easiest" and the "most convenient" way to shop.	19% have checked in with a location-based service like Foursquare.
TIP Use new QR technology like Openbravo Work POS to easily print QR codes.	TIP Use QR codes to help your customers find their products.	TIP Use QR codes to help your customers find their products.

