

# Zo verdwalen retailers in hun data

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Retailers die er niet in slagen hun meest waardevolle klanten te herkennen kunnen flink wat inkomsten mislopen. Toch verdwalen nog altijd veel winkelbedrijven in alle data tijdens hun zoektocht naar deze grote kopers. 52 procent van de tweehonderd door Yes Lifecycle Marketing en Retail TouchPoints ondervraagde retailers geeft aan dat juist daar de grootste uitdaging in zit. De twee partijen delen de onderzoeksresultaten via een infographic.



# RETAILERS FAIL TO FULLY LEVERAGE CUSTOMER DATA

Identifying top customers shouldn't be a game of Where's Waldo?

## RETAIL MARKETING EXECUTIVES WHO...



WHEN ASKED IF THEY CAN INTEGRATE AND ANALYZE DATA IN A TIMELY FASHION SAY

48% Yes 32% No  
17% No, but we're making this a priority in the next six to 12 months  
03% Don't know

### CITE THESE AS THEIR BIGGEST CHALLENGES

52% Identifying and engaging their most valuable customers  
51% Differentiating their brand and experiences against competitors  
39% Implementing strategies that help drive traffic to stores  
37% Exceeding direct competitors and online pure-plays from a sales perspective  
36% Keeping pace with customers' demands for seamless brand experiences

### HAVE THE FOLLOWING DATA ON FILE FOR MOST OF THEIR CUSTOMERS

69% Purchase history  
57% Email  
27% Lifetime spend  
18% Shopping preferences  
13% Browsing history

### PLAN TO IMPROVE THEIR CLIENTELING STRATEGIES WITHIN THE NEXT 12 TO 18 MONTHS BY

41% Extending data to store associates  
29% Offering loyal customers more exclusive services and solutions  
29% Rolling out smartphones and tablets in-store  
15% Acquiring and aggregating more customer data

### SAY THESE EMPLOYEES HAVE ACCESS TO CUSTOMER DATA

44% C-level/executive team members  
35% Entire team at headquarters  
33% Analytics team  
27% Store managers  
13% Store associates/stylists

### SAY THESE ELEMENTS CURRENTLY MAKE UP THEIR OMNICHANNEL CLIENTELING CAPABILITIES

78% Standard in-store customer service  
43% Social media customer service  
36% View of past purchase history  
35% Personalized messages and recommendations delivered across channels

