

In vijf stappen naar een superieure klantervaring

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Retailers die hun klanten een 'premium experience' willen bieden, we horen het regelmatig. Maar zit die klant daar eigenlijk wel op te wachten? Jazeker, blijkt uit onderzoek van Cisco. Bijna negentig procent van de consumenten verwacht een gestroomlijnde winkelervaring en een even hoog percentage laat de aankoopbeslissing daarvan afhangen. Deze infographic laat zien hoe je elk van de vijf stappen in de customer journey de aandacht geeft die het verdient.

A Superior Customer Experience Translates to Revenue Growth

Are you connecting at every step of the buying journey?



1 Inspiration Discovering the brand

3 in 4 customers make impulse decisions.

89% of consumers will compare prices based on the customer experience.

Create consistent cross-channel experiences across all channels.

Enhance efficiency across all touchpoints.

Predict personalized and relevant information to the customer using analytics and insight.



Omni Experience Solutions
Create seamless experiences across all channels to increase sales, personalization and efficiency across the buying journey.

2 Research

Is your brand fully mobilized?



Over 45% of consumers use their smartphones to research prices, product information, and reviews. And 83% of consumers want some sort of support in their online journey.

75% retailers plan to invest in mobile this year.

Mobile researchers are buyers – ensuring you can meet their needs.

Omni Experience Solutions
Deliver a seamless experience across all channels to increase sales, personalization and efficiency across the buying journey.

The Omni-Channel Journey 3

Deliver one view across mobile, web, social, and in-store

89% of shoppers expect premium experiences such as viewing in-store product inventory online, and 95% of all retail sales are captured by retailers with a track-and-mortar presence.

67% of B2C companies have acquired a customer from Facebook.

82% of consumers will share their best support experience with others, and these experiences take 12 times longer than good ones.

70% of customers who left a company said they won't do it to bad products, but poor customer experience.



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4 The In-Store Experience Enhancing the in-store & support experience

A 360° view of customer preferences will empower associates to cross-sell and up-sell.

50% of all sales transactions are at a physical store.

Agent knowledge will become a core requirement for outstanding service.



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5 Customer Loyalty After Purchase



An exceptional experience creates loyalty throughout the customer lifecycle.



20% of customers generate 80% future revenue.

Customer experience leaders have 10% more loyal customers above industry average.

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Analytics and insight are key to increasing customer life time value.



Metrics allow agents to identify loyal customers and deliver personalized experiences.

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We'll help you deliver a superior customer experience at every step.

Learn more about Cisco end-to-end retail solutions at www.cisco.com



