

2014 UK RETAIL RESEARCH

GREAT EXPECTIONS

IN-STORE IS CRITICAL







7, 27 56 9/0 OF RETAILERS STRUGGLE TO IDENTIFY WHICH IN-STORE IMPROVEMENTS TO MAKE

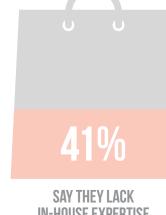


CUSTOMER EXPERIENCE

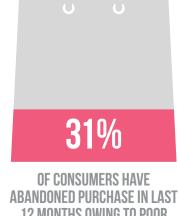


HAVE NO COMPANY WIDE STRATEGY IN PLACE 30% OF THOSE THAT DO. SAY IT'S NOT WORKING

ON QUEUING AND WAITING STRATEGY



IN-HOUSE EXPERTISE



12 MONTHS OWING TO POOR **CUSTOMER EXPERIENCE**



SHOPPING WITH THAT RETAILER



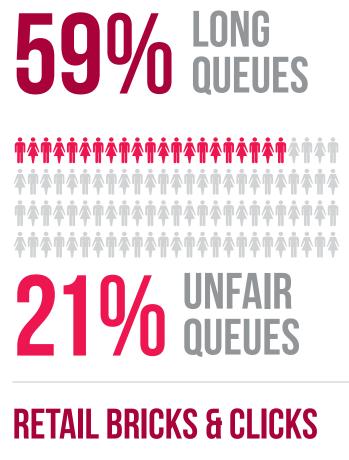
CUSTOMER EXPERIENCE CHRISTMAS 2013 VS. OTHER TIMES OF YEAR

CHRISTMAS CRACKERS

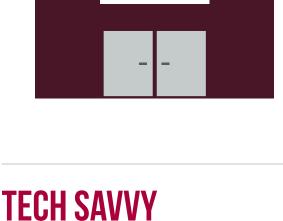


CONSUMER GRIPES

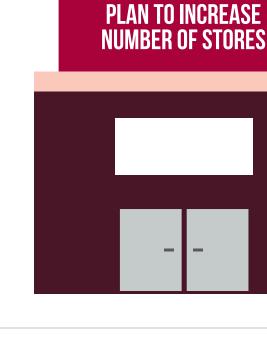








TECHNOLOGY LIKE SOCIAL



50%

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SELF SERVICE KIOSKS