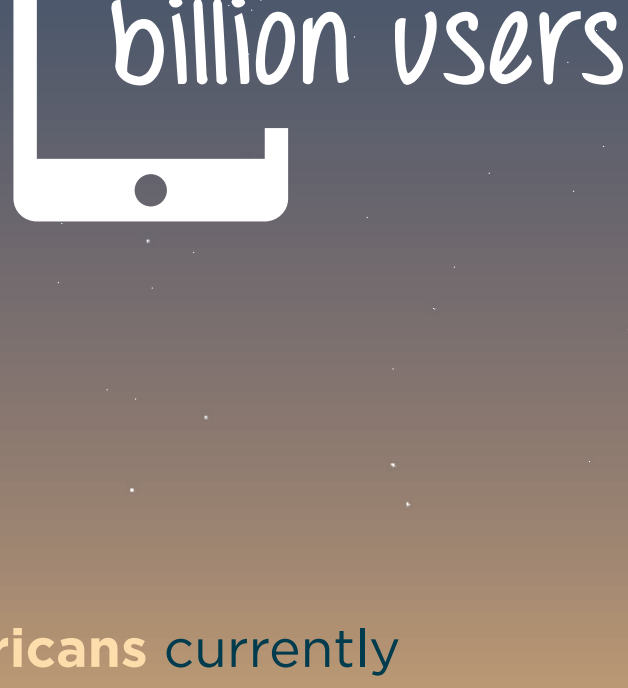


# Are Retailers Making the Grade In Mobile?

Creating compelling and relevant **mobile experiences** has become a new business imperative for retailers.



The numbers don't lie: **75% of Americans** currently own smartphones, according to comScore, and by 2018, there will be **2.73 billion smartphone users** worldwide, as noted by eMarketer.

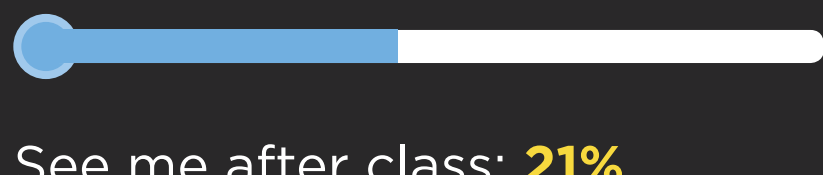
But are retailers sufficiently meeting the needs of mobile-savvy shoppers? Salesforce gleaned insights from **111 respondents** who shared details on their mobile strategies and results.

## How Are Retailers Measuring up?

At the conclusion of the assessment, retailers received a grade for their mobile tactics.

Here's how they ranked:

Excellent!: **10%**



Satisfactory: **28%**



Needs some work: **41%**



See me after class: **21%**



Want to find out if you're making the mobile grade? **Take the assessment now!**

## Basic Rules of Engagement



of retailers primarily engage mobile shoppers using email.

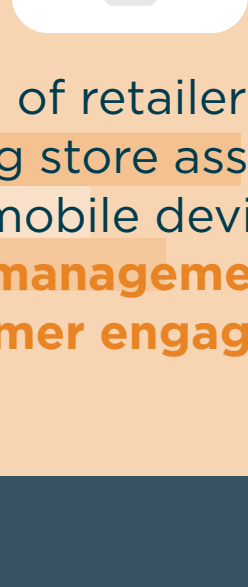


Only **18%** have a branded app.

**12%** use geo-targeted and personalized notifications.

**11%** use push notifications for new sales and offers.

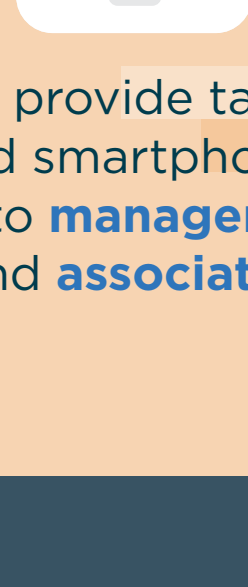
## Approaches To Mobile Vary



21% of retailers are arming store associates with mobile devices for **task management** and **customer engagement**.



37% of organizations have **BYOD** in place.



28% provide tablets and smartphones to **managers** and **associates**.

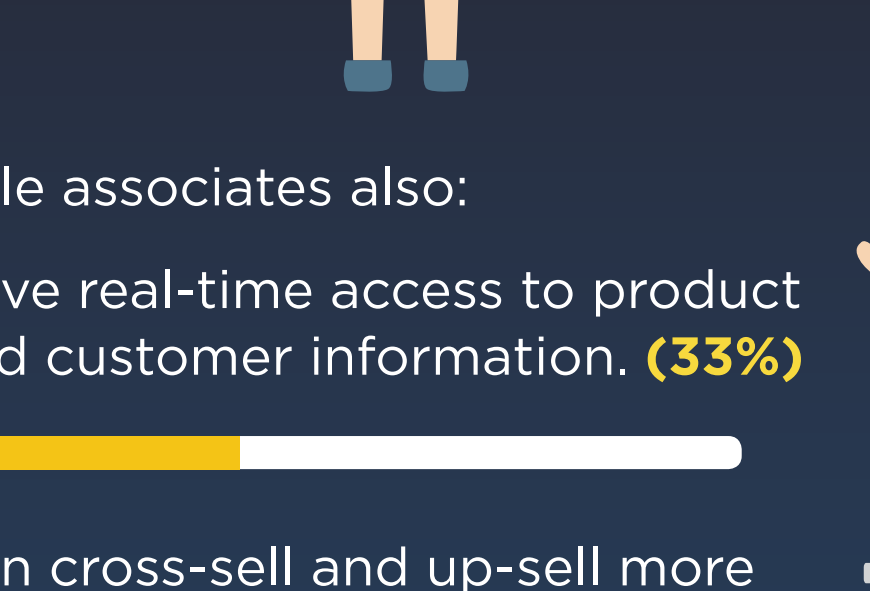
## Data Remains A Dilemma

Only **13%** of retailers have extensive data about their customers available via associates' mobile devices.

**38%** have basic information and past purchases on file.



## Measuring The Business-Wide Impact Of In-Store Mobility



**20%** of mobile-empowered retailers have seen an increase in sales, including cross-sells and up-sells.

Mobile associates also:

- Have real-time access to product and customer information. **(33%)**
- Can cross-sell and up-sell more effectively. **(21%)**



But other retailers are lagging behind...

Despite having an in-store mobile strategy in place, **30% of respondents** said they haven't seen any notable benefits.

## Here's how you can make the grade in mobile:



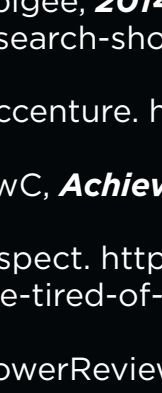
**Delight customers with beautiful and engaging apps**

**90% of smartphone owners** expect department stores to provide key services via apps within the next two years.<sup>1</sup>



**Create 1:1 browsing journeys**

**30% of purchase decisions** are influenced by tailored promotions and product recommendations.<sup>2</sup>



**Re-personalize the store with retail clienteling**

**23% of consumers** say that store associates armed with tablets can offer them a better, more informed shopping experience.<sup>3</sup>



**Connect retail operations digitally**

**90% of consumers** expect customer service interactions to be consistent and continuous across channels.<sup>4</sup>



**Create and cultivate brand ambassadors**

**95% of consumers** use reviews and 86% say they are key when making purchase decisions.<sup>5</sup>



Want to learn more about these five best practices? **Download the eBook.**



Learn more about Salesforce's Customer Success Platform for Retail.

<sup>1</sup> Apigee, **2014 Digital Impact Survey**, <http://apigee.com/about/press-release/2014-holiday-shopping-alert-new-research-shows-mobile-devices-have-changed-shopping>.

<sup>2</sup> Accenture, <http://www.accenture.com/Microsites/retail-research/Pages/consumer-research-results.aspx>

<sup>3</sup> PwC, **Achieving Total Retail**, [http://www.pwc.com/en\\_GX/retail-consumer/assets/achieving-total-retail.pdf](http://www.pwc.com/en_GX/retail-consumer/assets/achieving-total-retail.pdf).

<sup>4</sup> Aspect, <http://blogs.aspect.com/2014/01/29/infographic-omni-channel-service-doesnt-measure-up-customers-are-tired-of-playing-games/>.

<sup>5</sup> PowerReviews, <http://www.powerreviews.com/survey-confirms-the-value-of-reviews/>.

