

# CREATING PERSONALIZED CUSTOMER JOURNEYS

To successfully convert each shopping moment into a personalized, successful customer journey, retailers must tap into the most relevant technology tools. The best solutions will be digital and mobile, interactive and innovative, and personalized for each unique purchase experience. Those digital tools may include a combination of large- and small-format interactive video displays, digital signage, geo-location solutions, mobile apps, kiosks, tablets and smartphones.

**56%** of retailers are working toward cross-channel personalization

**31%** are building more 1:1 tactics<sup>1</sup>



Digital technologies will influence up to **50%** of in-store sales by the end of 2014.<sup>2</sup>

## THE SIX-STEP DIGITAL CUSTOMER JOURNEY

### 1 Connect



**78%**

of consumers would buy from a retailer more frequently if they received offers tailored to their interests.<sup>3</sup>

### 2 Educate



Conversions increase by **40%** when shoppers access digital technologies before and during the in-store shopping trip.<sup>4</sup>



### 3 Motivate

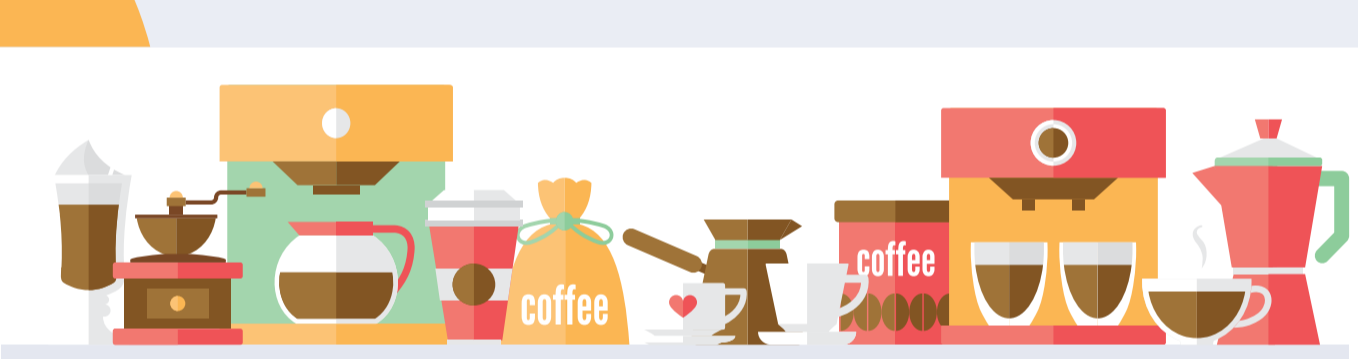


**40%** of retailers believe bringing "more of a digital/online experience to stores" is a top opportunity for improving the in-store experience.<sup>5</sup>

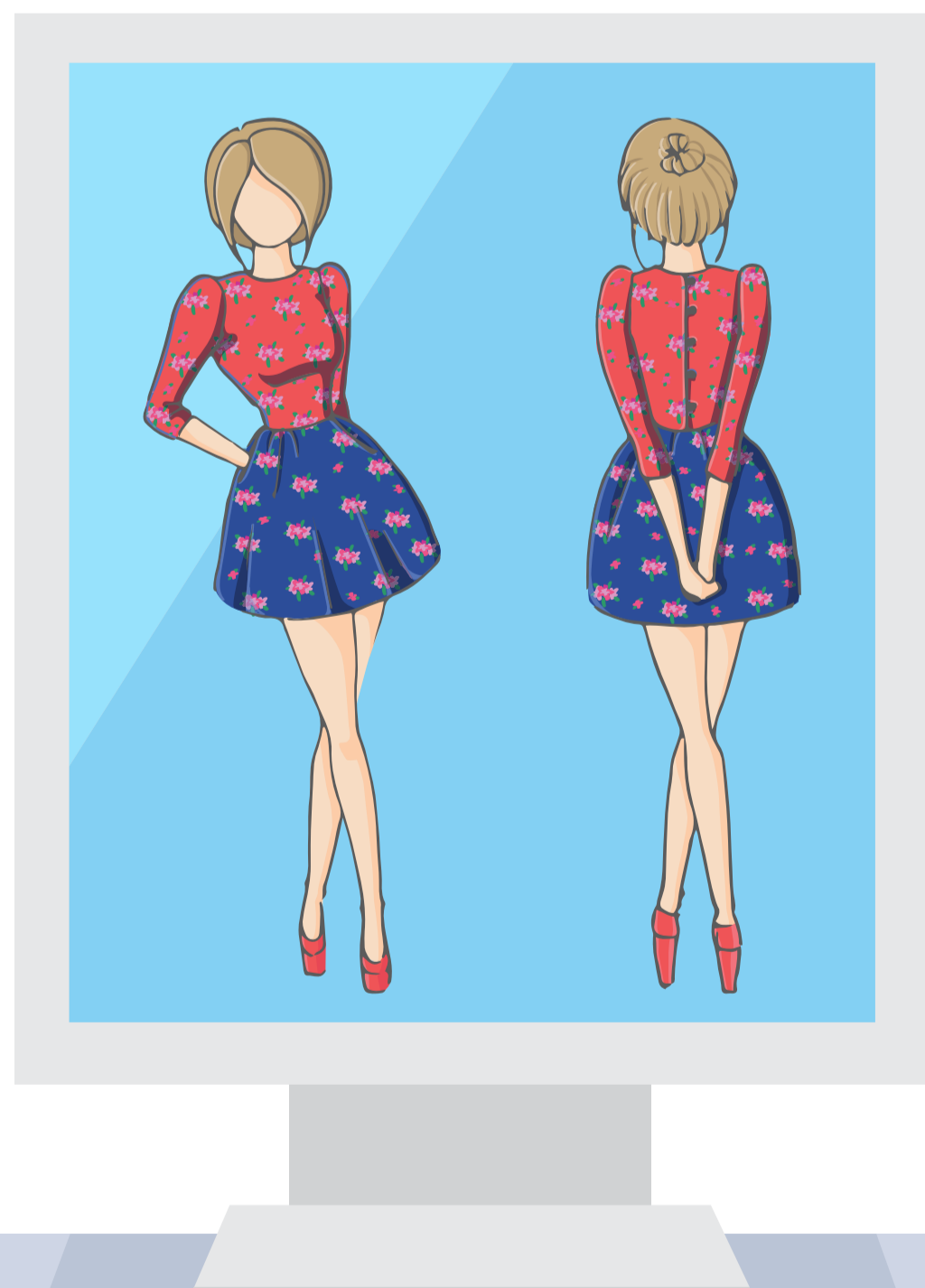
### 4 Engage



**69%** of leading retailers are adding new technologies to make employees smarter and better informed.<sup>6</sup>



### 5 Innovate



**+25%**

Basket size can increase by **25%** when digital technology is being used.<sup>7</sup>



### 6 Reward

Retailers must "develop a mobile-first approach to all loyalty and promotions to maximize ROI."<sup>8</sup>



With the help of mobile and digital tools, Emily added items to her initial shopping list, increased her cart size with upsells and cross-sells, was entertained during her shopping trip and shared positive feedback after finalizing her purchase. She is on her way to becoming a long-term loyal customer at this retail store!

SOURCE:  
<sup>1</sup>theetailing group, Personalization Comes of Age, 2014  
<sup>2</sup>Deloitte, The Digital Divide, 2014  
<sup>3</sup>Infosys, Engaging With Digital Consumers, 2013  
<sup>4</sup>Deloitte, The Digital Divide, 2014  
<sup>5</sup>Retail Systems Research, What's In Store For Stores, 2014  
<sup>6</sup>ibid  
<sup>7</sup>Deloitte, The Digital Divide, 2014  
<sup>8</sup>Greg Girard, Program Director, IDC, 2014

To learn more about how to engage shoppers and develop long-term brand loyalists, go to [www.stratacache.com](http://www.stratacache.com) or contact STRATACACHE at [info@stratacache.com](mailto:info@stratacache.com)



2 Riverplace Suite 100  
 Dayton, OH 45405  
 P: 937.224.0485  
[info@stratacache.com](mailto:info@stratacache.com)



411 State Route 17 South, Suite 410  
 Hasbrouck Heights, NJ 07604  
 P: 201.257.8528 F: 201.426.0181  
[info@retailtouchpoints.com](mailto:info@retailtouchpoints.com)