

STAT: SHOPPERS SEEK GREATER IN-STORE PERSONALISATION

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In a survey of North America, 79% of consumers said that personalised service is an important factor in deciding where to shop.

Source: BRP

Consumers increasingly expect the same level of personalisation in-store as they receive when shopping online. According to a recent survey conducted by Boston Retail Partners, customers are becoming more comfortable with the idea of retailers identifying them in-store via mobile phone. More than three quarters of shoppers surveyed said personalised service from a sales associate significantly affects where they decide to shop.

Despite this, only 37% of retailers are able to identify their customers before checkout, and 20% can't identify customers until after checkout, or not at all. Many retailers are therefore missing a critical engagement opportunity.

To learn about future-facing brands using consumer data profiles to personalise bricks-and-mortar shopping, read our [Data ID Stores](#) microtrend.