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Towards the Connected Customer Journey

The 17 Best Facts, Stats and Stories from the K3 Retail Blogger

2015 was a landmark year for retail – and, from the launch of Argos' revolutionary same-day delivery to the developments in IoT and wearable technology, we've covered all the trends, news and opinions from the last year. What's more, every development takes retailers one step further to being able to deliver a seamless omnichannel experience.

k3 retail
the new possible

01.

Personalisation can boost sales by up to 19%

The more data retailers have access to, the more opportunities retailers have to personalise the shopping experience. In 2015, countless retailers upped their efforts to personalise the shopping experience, and we've covered the topic on several occasions.

Not only can personalised interactions boost sales by up to 19%, but many leading retailers claimed it to be a key part of their strategy last year – including Nick Robertson, CEO of ASOS, who said that retailers need to make their brand relevant to consumers' lives, interests and tastes in order to succeed. This comes as no surprise, as the more relevant something is to your life, the more interesting it becomes. The only difference now is that retailers have the technology to make this a reality.

Read more with Fashion Retailers **Why the Personal Touch is Key to Multichannel Success.**

02.

Babybel's Red Nose Day campaign makes shoppers laugh (literally)

We covered five of the best Red Nose Day campaigns last year, looking at the retailers that made us chuckle the most. Perhaps the best was 'Babybel Yourself', a microsite which allowed you to put your face on a Babybel. Once your face is immortalised in cheese, it just won't stop laughing, particularly if you poked it with your mouse cursor.

Read more about last year's campaign (and get some inspiration for next year) with **Five of the Best Red Nose Day Campaigns in 2015.**

04.

Tesco announces bouncy aisles for shoppers

Only joking. Last year's April Fool's Day jokes were a hit with consumers – particularly this prank from Tesco, where trampolines were supposedly added to stores to help customers reach the top shelf.

To read more and get inspiration for this year, take a look at April Fool's Day **Five of the Best Pranks from Brands.**

03.

Mary Portas calls for more creativity from retailers

At last year's K3 Retail Conference 2015, Mary Portas encouraged retailers to get more creative by employing "young, creative people into the stores, which can help go against the clone towns". Citing the showroom store model of successful footwear retailer, Sneakerboy, in Melbourne, as an example, Portas encouraged retailers to embrace showrooming and to not be afraid of reinventing their store model.

Read more from her interview in **Mary Portas Calls for More Creativity from Retailers.**

05.

Interest in wearables grows but the technology might not be 'wearable' enough (yet)

2015 was definitely the year that wearable technology was talked about, but the year where it is popular for consumers to actually use and wear the devices is still in the future.

Sonny Vu, the CEO of Misfit Wearables, summarised this when he said: "To be really wearable, an object needs to either be beautiful or invisible". However, even if today's wearables aren't beautiful or invisible enough yet, just over half of millennials are interested in shopping with wearable devices, so the technology has huge potential in the future.
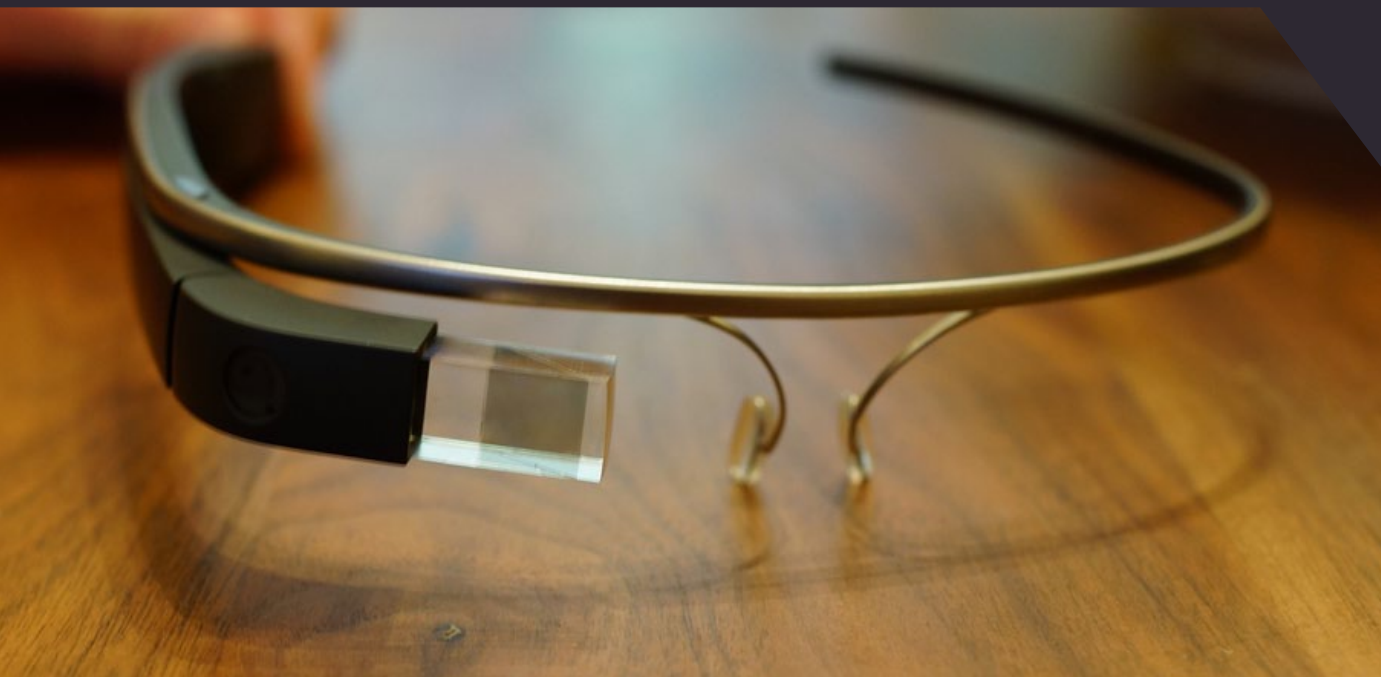
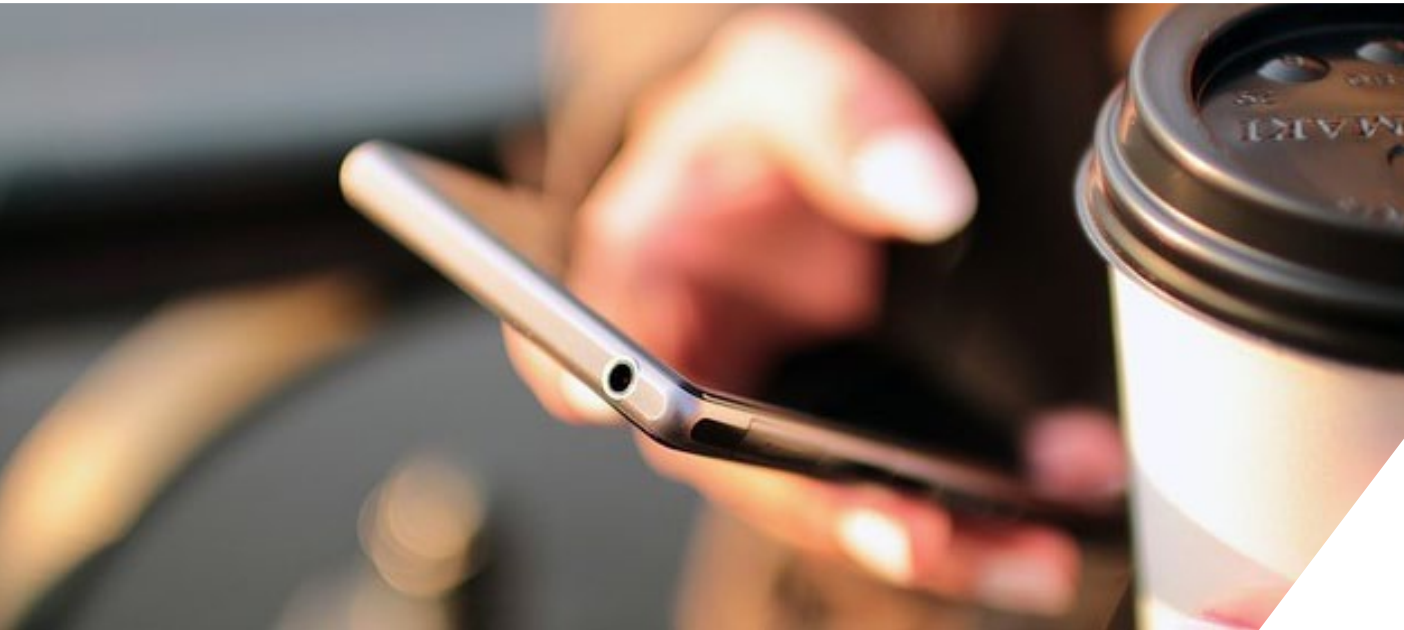Read more at **Will Shoppers Ever Embrace Wearables?**

06.

Consumer electronics: loyalty is low but customer recommendations are high

Consumer electronics has the lowest levels of consumer loyalty (except for tech giants such as Apple), with Accenture finding that only 20% of consumers feel loyal to their current consumer electronics manufacturers – the lowest of 10 industries featured in its research study.

However, shoppers in this sector are more likely to recommend a manufacturer than in other industries. This, combined with success stories like Apple, demonstrates that there is huge potential in consumer electronics.

Read more about this in **Customer Loyalty in the Consumer Electronics Sector: Is it Really Possible?**

08.

The link between
customer data
and revenue

Last year, we covered the Forbes report, Data Driven and Digitally Savvy: The Rise of the New Marketing Organisation, which shows a link between data-driven marketing, better engagement, increased loyalty and ultimately a boost in revenue.

With the right data, you can personalise the shopping experience and create an experience that works across multiple channels.

Find out more in **Want to Know The Secret Behind Customer Engagement? It's All in the Data.**

07.

In February 2015, visits to ecommerce websites via smartphone and tablet devices accounted for 45% of all ecommerce traffic in the UK

There is a huge cultural shift towards mobile and tablet technology, with a split between mobile devices and desktops/laptops nearing 50/50 in February. However, as many retailers can't keep up with the browsing habits of their customers, the UK retail industry is sacrificing £6.6bn per year due to lack of investment in mobile.

Read more in our blog **The Secret to a Successful Mobile Strategy in the Home and Lifestyle Sector.**

09.

Ecommerce
drives local results

One of the common misconceptions about ecommerce is that it discourages shoppers from visiting their local store by giving them the convenience of ordering online. However, this simply isn't true.

In this video, Macy's explains how displaying its local in-store inventories online was one of its most successful omnichannel strategies. Whether shoppers browsed on mobile or PC, Macy's was able to encourage people to walk through its doors by showing shoppers exactly what was in stock and where.

Read more in **Expert Opinion: 4 Retailers Explain How to Create the Perfect Omnichannel Experience.**

Image by Pixabay

10.

62% of people
prefer to shop for
fashion in store

Last year, we covered Retail Week's Fashion Retailing in an Omnichannel World report, which, among its many findings, claimed that 62% of people prefer to shop for fashion in store. It's not surprising when you consider that clothes shopping is, for many, a social experience, along with the fact that most consumers like to try things on.

However, what it does highlight are the opportunities in developing the in-store experience.

Read more in **What Does In-Store Shopping Mean for the Fashion Sector in 2015?**

12.

Omnichannel retail
is just "standard" retail

One of the big claims in omnichannel retail last year was that it was "dead". However, in reality, omnichannel was far from "dead" – it's just become so commonplace that having to differentiate retail as being 'omnichannel' is a dying distinction.

Jeff Simpson, director at Deloitte Consulting, said: "If 64% of transactions are being impacted by a digital prior to coming into the store, then there is no omnichannel. The customer is already there. It's so prevalent, it's just the business. You've got to stop thinking about this in channels."

Find out more in **Why Retailers Need to Think Less About Channels and More About Journeys**.

11.

The rise of showrooming
and webrooming

Showrooming and webrooming are common shopping techniques used by today's omnichannel consumer, but the question is: should retailers be worried about it?

The answer is most definitely no. Speaking about the topic, the head of global retail practice at Accenture, Chris Donnelly, said: "The first thing I'd note is that retailers have been showrooms for centuries. If you can't close the deal when

someone is in your store looking to buy, then shame on you. But that aside, what we're actually finding is that the trend is increasingly the inverse. We call this 'webrooming', where a product is researched at home, then consumers go into the store to buy. Yes, online is the side of retail growing the most in the next five years, and we expect 10-20% of sales to be online. But that means 80-90% are still occurring in-store."

Read more on **Omnichannel Trends: Should You Be Worrying About Showrooming or Webrooming?**

13.

44% of companies see customer experience as the primary way they can differentiate themselves from competitors

Customer experience is becoming increasingly important – and good customer experience is only possible with an omnichannel approach.

According to a report published on Econsultancy, 44% of companies see customer experience as the primary way they can differentiate themselves from competitors this year. By 2017, this figure is expected to rise, with Gartner predicting that 89% of companies will consider customer experience their key differentiator.

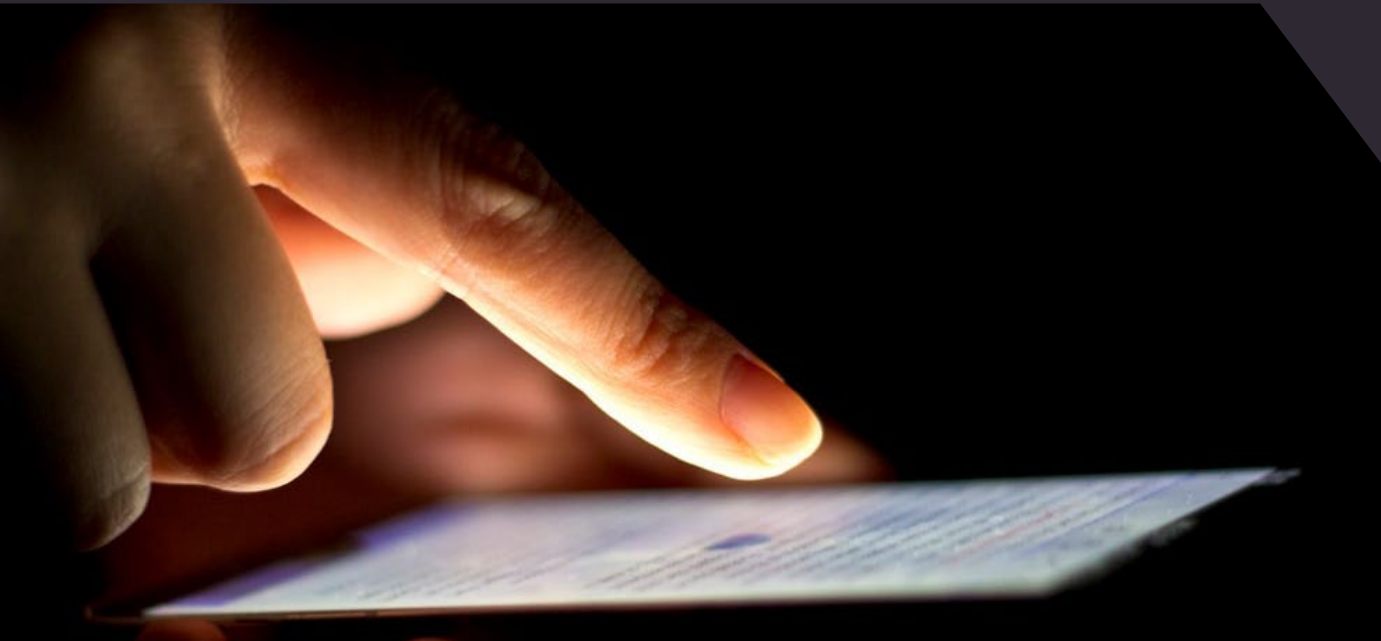Read more at **Beyond Browsing and Buying: Why Omnichannel Customer Service is Essential.**

Image by lynxman

14.

Developments in IoT increase personalisation and improve inventory accuracy

Along with wearables, IoT was one of the most talked about topics in retail last year and we covered it on our blog by looking at the way IoT can be used now, along with uses for the future.

According to Bill Hardgrave of Auburn University, the technology can have huge benefits for retailers, particularly RFID tagging (radio-frequency identification), which can give retailers 99% inventory accuracy, a 50% reduction in out-of-stocks, plus other benefits.

Looking to the future, RFID tagging could be used to connect parts of the store to the products themselves, leading to innovations such as 'smart' mirrors, which are able to recognise the products a customer is wearing and suggest similar or matching items.

Read more in our blog post **"Smarter" Stores: How the Internet of Things Will Reinvent Retail.**

16.

Argos announced it would offer same-day store collections and same-day home delivery for nearly 20,000 products across the UK

Last year, Argos did something that many retailers wouldn't dare to do: launched a same-day delivery service in the lead-up to Christmas.

As the fear of late delivery is often what puts shoppers off doing their Christmas shopping online, this was a smart move by Argos.

Read more in **Why Omnichannel is the Biggest Winner this Festive Season.**

15.

31% of retailers see Black Friday as an "unprofitable and unsustainable promotion"

As Christmas approaches, retailers first have to tackle Black Friday. However, last year, many big-name retailers avoided the promotional day altogether and, according to LCP Consulting, 31% of retailers see Black Friday as an "unprofitable and unsustainable promotion".

Read more on our blog **Why Omnichannel is the Biggest Winner This Festive Season.**

17.

Avoid
#GiftFace

Lastly, we thought we'd end on a funny note. To capture the hearts and minds of shoppers at Christmas, you need an ad campaign that's either funny, poignant or builds the Christmas excitement buzz.

Last year, Harvey Nichol's advert showed one woman's desperate attempts to avoid 'Gift Face' – the look of forced joy when opening an awful present.

The only difference between this and how customers react to your brand is that your customers don't have a 'gift face' – you'll know full well if you disappoint them in 2016.

Read more at **Christmas Retail Winners: Five of the Best Campaigns this Year.**

So that was 2015, what will connect your customer journey in 2016?

So, there you have it: 17 of the best facts, stats and stories from our blog last year. From Christmas campaigns to the development of 'webrooming', it's been a creative year for retail. To find out how you can stay ahead in the rapidly developing digital world, visit our omnichannel page to see how we could create a better experience for your customers.

What do you think 2016 will bring? Share your thoughts below or tweet us @k3retail.

We create connected technologies that power what's important to you in a size that best fits your future plans.

K3 Retail partners with businesses to provide connected technologies, which ensure retailers can reach their goals now and in the future. We intelligently apply our technology to make retailers' lives easier and businesses more successful with tools designed to forever meet consumer demands.

We support more than 800 global retail brands. Labels from Charles Tyrwhitt and Agent Provocateur to Heals, Hobbycraft and Ted Baker are able to pursue their business goals backed by the expertise of K3 Retail. Part of the K3 Business Technology Group, K3 Retail is a Microsoft Gold Certified Partner and the UK's #1 Microsoft Dynamics partner.

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