

# Store enablement: Drive customer loyalty through a great store experience

The physical store remains a critical component of satisfying the consumer's omni-channel experience. As consumers demand more personalized delivery options like pick up in store and same day delivery, retailers are now choosing to utilize the physical store as an additional fulfillment location, and it is paying off with increased sales and more loyal customers.



The store remains a critical part of the consumer experience. Retailers with a brick-and-mortar presence sell more on their websites than pure-play Internet retailers.

## 90%

of retail revenue comes from store purchases.



### Why?



To have the item **right away**



Found the **right item** (size, color, etc.)



**Best price** or **special offer** in store

Best practices that top retailers are using to their advantage

Top retailers are utilizing the physical store in new ways to address the consumers' more demanding expectations and it is paying off with increased sales and more loyal customers.

## Offering the ability to buy online and pick up in the store adds to the overall purchase amount.

Likely or very likely to take advantage of in-store pickup of an online/mobile purchase:

Pick up



Likely or very likely to purchase additional products while in the store picking up an online/mobile purchase:



## Store associates with mobile capabilities can increase store sales.



## 72%

of consumers consider it important for a store associate to locate an out-of-stock item at an in-stock store

## 79%

of consumers will buy if the item can be found at another location and shipped, held for pickup or transferred to the store.



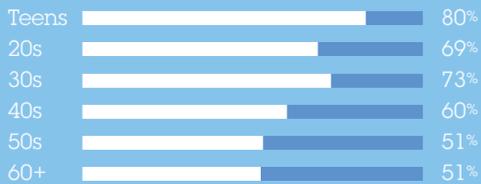
## 71%

said that if the original item(s) can be found, they would purchase the companion products in the current store.

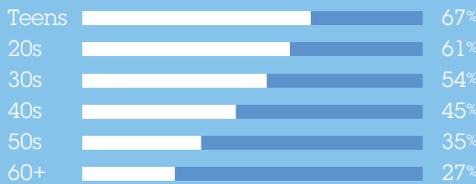


## Consumers will take advantage of in-store returns, and they'll purchase additional products while they are returning the items.

Likely or very likely to take advantage of in-store return of an online/mobile purchase:



Likely or very likely to purchase additional products while in the store returning an online/mobile purchase:



## Ship from store

Improves inventory productivity and reduces markdowns by utilizing inventory from the physical store to fulfill orders from other channels.



## Retailers are achieving significant benefits by deploying omni/cross-channel capabilities to the store

## 50%

more spending annually



Omni/Cross-channel customers cross retail segments spend 50% more annually than web- or store-only customers.

## \$30+

more spent per visit to the store



Omni/Cross-channel customers spend \$30 more per visit to a physical store than store-only customers.

## 4.5x

the average customer lifetime value (LTV)



Omni/Cross-channel customers on average have a customer lifetime value, 4.5x greater than single-channel shoppers.

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