

**CEQUENS** ●

Simple solutions, deeper connections

# Unveiling customer-centric retail insights and recommendations

Sale Season Survey



# Shifting consumer behavior, a clear opportunity for businesses to reengage

The results are in from our “CEQUENS Sales Season” survey, with hundreds participating from across the region, key findings underscore the importance of simplicity in both communication and CX.

Moreover, further results reveal the need for businesses to change how they connect with their customers. As per CEQUENS’s poll results, today’s consumer values authenticity and transparency above all.

Businesses also have a clear opportunity to reengage with their audiences in light of recent shifts in consumer behavior. As a start, the region has witnessed a surge in Online-to-offline (O2O) commerce, which has resulted in an increased demand in seamless omnichannel integration and value-driven perks.

Essentially, this report delivers valuable insight and provides guidance to both online and offline retailers to be utilized in the formulation of effective strategies for customer retention and sales growth in the competitive retail environment.



## Poll 1 Result:

# 50%

## say user-friendly experiences make or break transactions\*

Despite the significant rise in online shopping, consumers have cited poor website navigation, subpar user experiences, and a failure to meet their expectations as primary reasons for drop-offs.

According to a recent survey by Baymard Institute, %67.91 of online shopping carts are abandoned before checkout due to complicated navigation and checkout processes. Similarly, a report from Forrester revealed abandoned carts cost the eCommerce industry over USD18 billion every year. Only 3 in 10 shoppers will complete their purchases, while the other 7 abandon their carts because of a poor checkout experience among other reasons.

These statistics underline the critical need for e-commerce platforms to prioritize user-friendly designs, ensuring a seamless and enjoyable shopping journey for customers.

### Recommendation: Favor user comfort

It makes a lot of sense to follow this recommendation, but you would be surprised (would you?) by how many businesses get it wrong. Work on the user experience to simplify it and offer a clean interface that new users can browse as effortlessly as experienced users.

### How:

- Simple, hassle-free design: make sure your services or systems are easy to figure out and use for ordinary, non-tech-savvy users. Don't overcomplicate things.
- Mobile responsiveness: remember the significant percentage of users accessing your services from a smartphone and ensure they have an optimal experience.
- Communication: communicate with customers throughout their journey across your environment and give them tools to reach you and share their feedback.

\*Reasons for Cart Abandonment, Baymard Institute

\*Understanding Shopping Cart Abandonment, Forrester

## Poll 2 Result:

# 44 %

## switch between online and in-store products half the time before purchasing\*

Today's shoppers are all about making informed decisions, toggling between online stores and physical outlets before committing to a purchase.

According to a report by Salesforce, nearly %87 of shoppers now begin their hunt in digital channels before buying in a brick-and-mortar store. Similarly, a study from BigCommerce found that %63 of shoppers start their shopping journey online, seeking the best deals, convenience, and tactile experiences before making their final decision.

### Recommendation: Enrich online experiences

While some customers prefer brick-and-mortar shops, others prefer an online experience. But even online experiences can vary, and the channels on which they take place can offer wildly different experiences that can turn the tides of a sale. To accommodate the fluid movement of shoppers, there is a need to look into O2O, or Online-to-Offline tactics, which are crafted to attract prospective online shoppers towards brick-and-mortar stores. This strategy aims to establish a smooth digital journey encompassing every phase of the customer interaction, spanning pre-purchase, during the transaction, and post-purchase experiences.

### How:

- Omnichannel experience: create an experience customers can enjoy on a variety of channels without feeling like they're missing information, functions, or perks.
- Phygital: if you have a physical store, make sure customers can move freely between the store and your online channels without losing track of their interests and funnel status.
- Play up the perks: communicate the perks of online shopping effectively, including 7/24 availability, free shipping and returns, and AI-powered product recommendations.

\*Nine Stats About the Retail Customer Journey in 2019, by Salesforce

\*O2O Commerce, by BigCommerce

## Poll 3 Result:

# 40%

## of participants are not interested in generic sales notifications\*

Online shoppers value personalization above all, and sales notifications are no exception.

Research by Accenture reveals that %91 of consumers are more likely to shop with brands that offer relevant recommendations or personalized offers.

Furthermore, a study conducted by Statista found that %48 of online shoppers appreciate receiving personalized discounts or promotions.

These numbers highlight the significance of tailored sales notifications in capturing consumer interest and fostering a stronger connection between shoppers and brands in today's competitive online market.

### Recommendation: Refine promotional content

Consumers are becoming desensitized to frequent promotions as they are not perceived to offer real value, leading to campaign underperformance and poor ROI.

#### How:

- **KYC again:** to ensure you're still on top of the evolving wants and needs of your customers, it's time to KYC again. Look into collecting customer feedback through surveys.
- **Diversify content:** invest in informative and entertaining content that provides value to customers.
- **Use data:** analyze customer data to segment your audience and deliver more personalized content and offers. Tailor your messaging to individual preferences and behavior.

\* Widening Gap Between Consumer Expectations and Reality in Personalization Signals Warning for Brands by Accenture

\*Share of consumers who would become repeat buyers after a personalized online shopping experience in selected years between 2017 and 2023, by Statista



## Poll 4 Result:

# 60%

## of participants felt that brand campaigns are gimmicky and lack value\*

Now is the time to build meaningful connections: online shoppers seek genuine value from brand campaigns.

Research from Deloitte indicates that %36 of consumers consider product information as valuable content from brands, showing a desire for informative rather than solely promotional campaigns. Additionally, a study by Nielsen found that %39 of consumers appreciate brands that offer exclusive access or rewards, highlighting the importance of added value in fostering brand loyalty.

These statistics emphasize the need for brands to deliver meaningful content and perks that resonate with online shoppers, ultimately creating added value beyond mere advertising.

### **Recommendation: Maintain/regain customer trust**

Lack of trust and skepticism about the authenticity of claims remain a huge trend among online shoppers, which results in their inability to see added value.

#### **How:**

- Use an authentic voice: avoid exaggerated claims and focus on honest, credible, clear, and consistent content that accurately represents your brand and products.
- Explain the why and the how: The best way to appease customer apprehension is through transparency. Clearly outline your marketing campaign's benefits in addition to your return, refund, and privacy policies. Consumers appreciate knowing what to expect in case of a problem or dispute.
- Involve your clients: create online communities or forums where customers can share experiences. Encourage customers to create and share content related to your products or brand as this can be powerful in building trust and authenticity.

\*Results from CEQUENS online poll, October 2023

Making it personal – One in three consumers wants personalized products, by Deloitte  
The Nielsen Global Survey of Loyalty Sentiment, by Nielsen

**Thank You.**  
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