The Final Mile

Convenience is a major driver for consumers worldwide in the final mile, and when it comes to delivery of online purchases this means "fast and free". 92 percent of global consumers would like/love "free one-day delivery by whatever means is most expedient (drone, driverless car, messenger)". This is equally attractive across the JAPAC region but with varying degrees of excitement. China leads the pack with the most interest whereas Australia represents the less enthusiastic end of the spectrum.

% stating they would like/love "free one-day delivery by whatever means is most expedient (drone, driverless car, messenger)"


AUSTRALIA	CHINA	INDIA	JAPAN
88%	98%	94%	89%
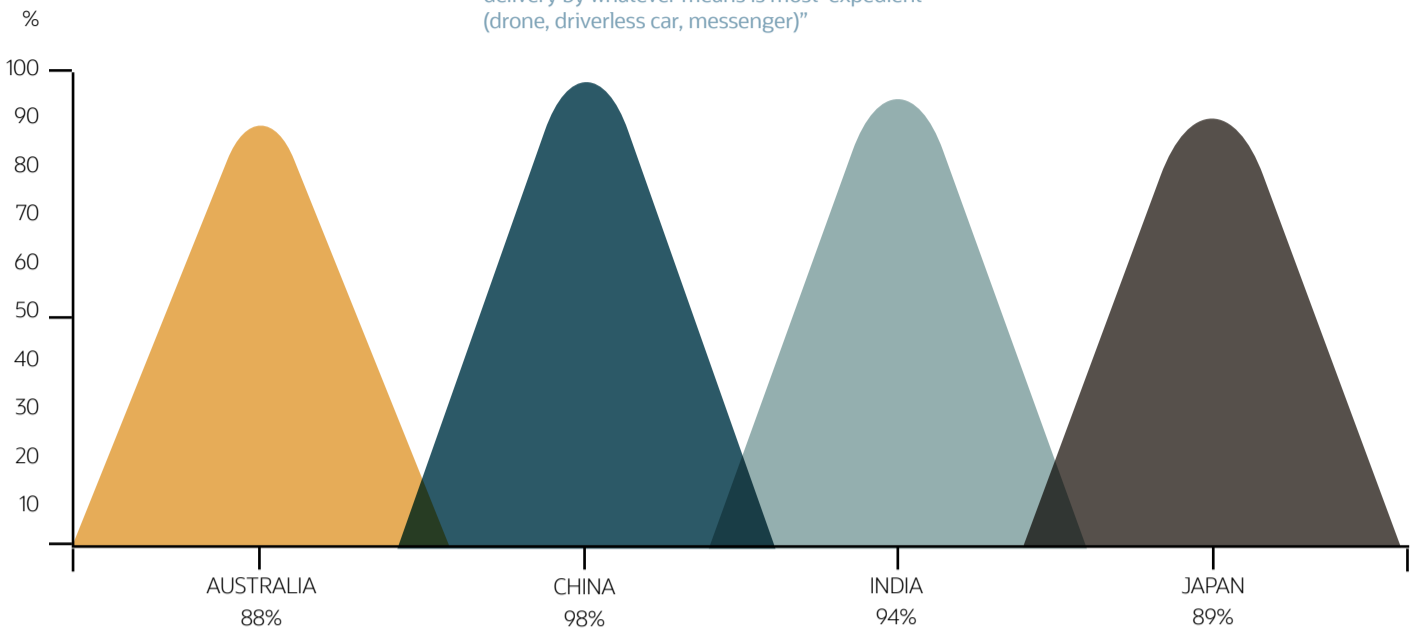
Flawless Execution

Providing choice in delivery timeframe and method is desired. 86 percent of global consumers think retailers should offer the ability to "choose the most convenient delivery option at the time of ordering."

This democratization of delivery also comes with an expectation for flawless execution. 12 percent of JAPAC consumers stated they would never shop with a retailer again if they failed to deliver when they said they would, and 47 percent said they would look for an alternative retailer. This is slightly more forgiving than the global average of 13 and 50 percent, respectively.

% stating 'they would never shop with a retailer again, or at minimum look for an alternative, when delivery promises are unmet'

- CHINA 54%
- JAPAN 51%
- AUSTRALIA 61%
- INDIA 67%
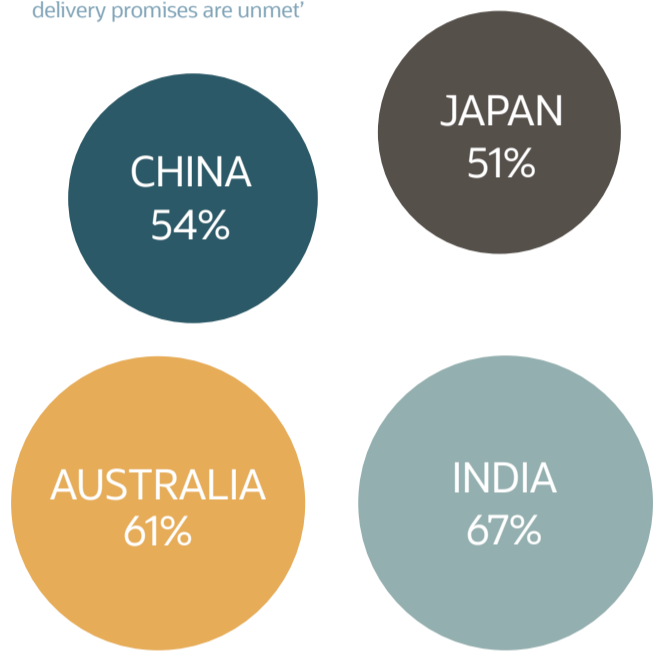
MASTERING THE CONNECTION

Forging deeper connections with customers is a rich vein to mine albeit one with infinite seams. 43 percent of JAPAC consumers stated that "offers / discounts that are better than what anyone else can get based on my loyalty to that retailer are 'absolutely essential'". This is slightly less demanding than the global average of 48 percent but with significant differences across the region.

% stating offers / discounts that are better than what anyone else can get based on my loyalty to that retailer are "absolutely essential"

- CHINA 54%
- INDIA 68%
- AUSTRALIA 43%
- JAPAN 29%

The Store UX

Consumers and retailers are misaligned in respect to store UX priorities. 56 percent of global consumers place most emphasis on convenience in-store, compared to 34% of retailers who ranked this as their number one in-store strategy.

Retailers' prioritization of discovery and advice are even farther off the mark as compared to consumer desires in JAPAC.

Access the full report, Setting the Bar: Global Customer Experience Trends, for an indepth analysis.

Retailer: Thinking about the in-store channel, what is your priority?

EXPERIENCE	35%
CONVENIENCE	34%
DISCOVERY	18%
ADVICE	8%

JAPAC Consumer: What do you associate with a great in-store shopping experience?

EXPERIENCE	43%
CONVENIENCE	54%
DISCOVERY	37%
ADVICE	20%

(N.B. Retailers were asked to provide a single answer. Consumers could select multiple options)