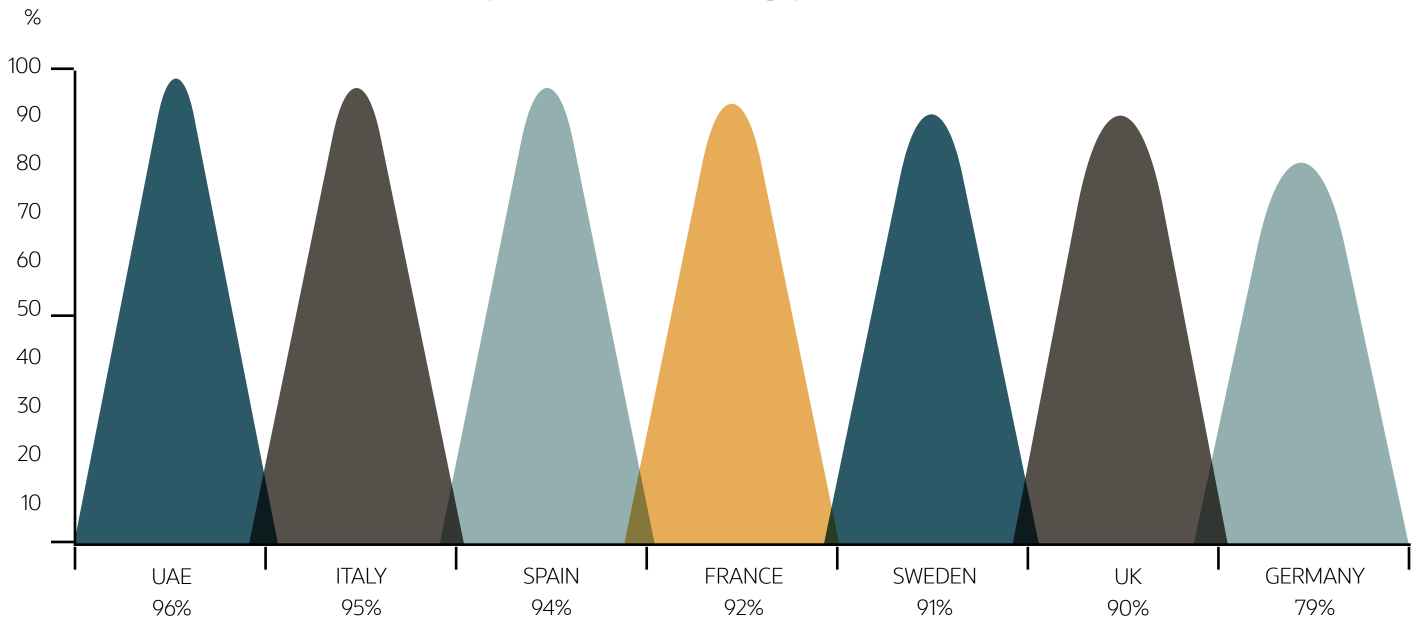
Setting the Bar: Global Customer Experience Trends

EMEA Factsheet

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)". EMEA is only slightly below the global average with UAE at the very top of the scale and Germany representing the lower end of the spectrum.

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

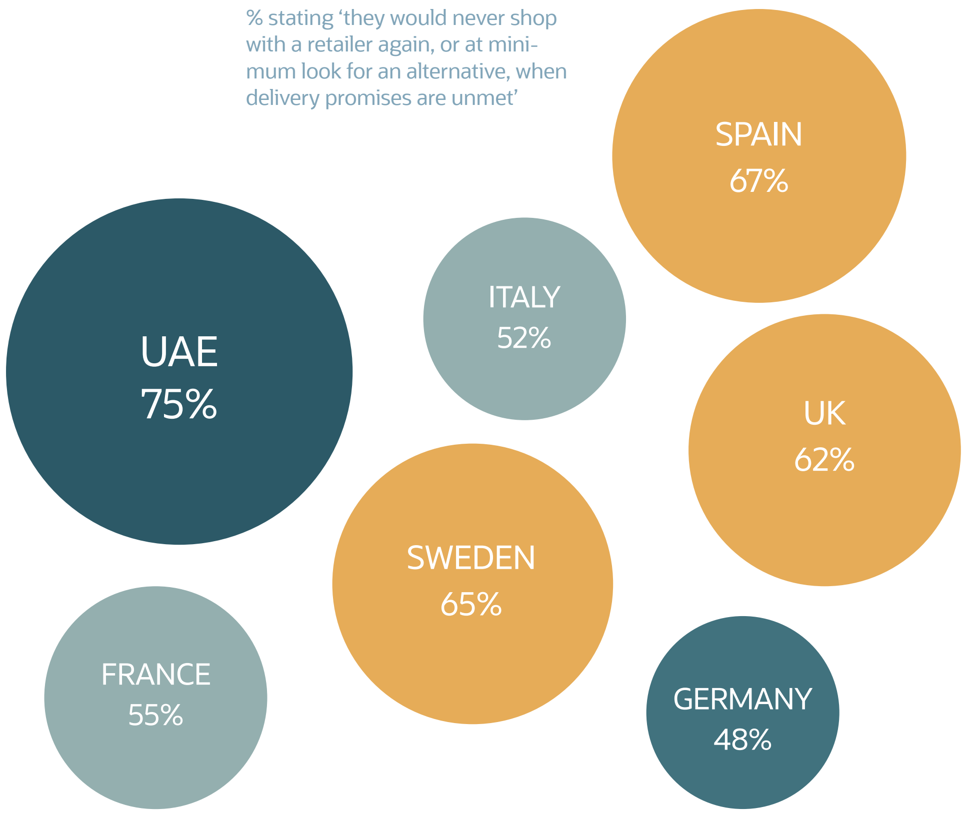


Flawless Execution

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. 10 percent of EMEA consumers stated they would never shop with a retailer again if they failed to deliver when they said they would, and 49 percent said they would look for an alternative retailer. This is only 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'



MASTERING THE CONNECTION

Forging deeper connections with customers is a rich vein to mine albeit one with infinite seams. 45 percent of EMEA consumers stated that "offers / discounts that are better than what anyone else can get based on my loyalty to that retailer are 'absolutely essential'".

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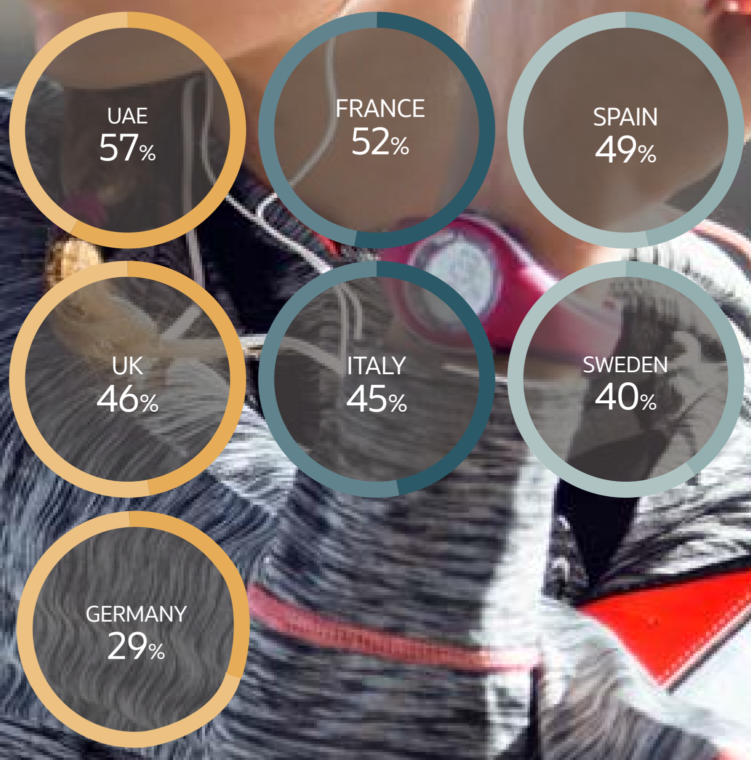


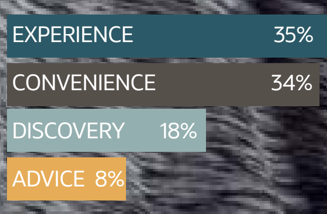
The Store UX

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.

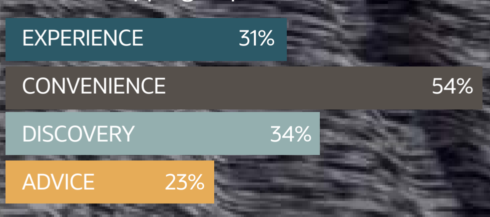
Retailers' prioritization of discovery and advice are even farther off the mark as compared to consumer desires.

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?



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



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

Source: Setting the Bar: Gobal Customer Experience Trends 2019
15,837 consumers, 210 retailers globally. Survey conducted online by independent consultancy, Savanta