

SHOPPERS & RETAILERS WIN

When Associates Are Equipped with Smartphones

Shoppers are doing more research online

75%

always read reviews¹



63%

research online before buying in-store²

Retailers haven't adjusted to digital demands



54%

of retailers aren't prepared to meet consumer demand for mobile interactions³

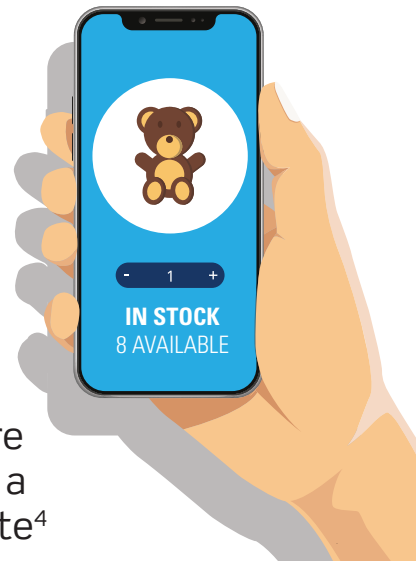
Shoppers like it when associates use smartphones

66%

increased customer satisfaction³

91%

remain loyal to a store after being helped by a knowledgeable associate⁴



Associates feel empowered with smartphones

42%

improved employee morale⁵



53%

improved employee education/training⁵

Are You Prepared for Omnichannel Shoppers?

¹ Bazaar Voice, *Shopper Experience Index 2021: Rethinking the Approach to Retail*, 2020.

² Izabela Catiru, "5 Things to Know About the Post-Lockdown Consumer," August 3, 2020.

³ Quiq, *2020 Retail Mobile Trends Report*, 2020.

⁴ Engagewear, *Turning Online Browsers Into In-Store Buyers*, November 2021.

⁵ Cegid, "MPOS, a Must-Have Tool for Sales Associates to Retail the New Way," September 22, 2020.

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