

THE RETAIL JOURNEY



Retailer



Customer

Before Sale



87%

of consumers are interested in a **personalized and consistent** experience across all channels.

MOBILE CLIENTELING

During Sale



FRIENDLY HELPFUL STAFF

78%

of U.S. consumers believe **mobile technology** provides a faster experience.



SECURE MOBILE CHECKOUT

After Sale



LOYALTY REWARDS



REVIEWS



REFERRALS

79%

of customers want retailers to send them **personalized** offers based on their purchase history

*Profitable
Data-driven
Competitive*

Entrepreneur

*Delighted
Loyal
Engaged*

Brand Evangelist