



## CXMB Industry Insights: Retail Select Findings

Read key highlights regarding the in-store, online and mobile shopping experience in the United States. This information is from *CXMB Industry Insights: Retail*, a research report about the customer experience in retail, produced in partnership between COPC Inc. and Execs In The Know, with sponsorship support from Gladly. This is the second report in the CXMB Industry Insights Series. *CXMB Industry Insights* is an extension of the Customer Experience Management Benchmark (CXMB) Series, also developed by COPC Inc. and Execs In The Know.

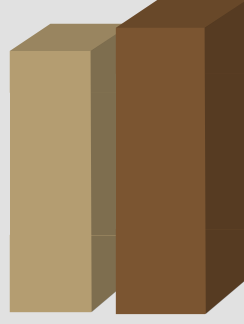
# 38%

 of online and in-store customers

stated that retail brands were doing a good job of exemplifying their brand promise at every interaction, which is better than average as compared to other industries.

## Focus on Customer Experience

Nearly half of all online and in-store shoppers think retailers should focus their improvement efforts on the customer care experience instead of the shopping or purchase experience.



- 46% Online shoppers
- 47% In-store shoppers

## Channel Choice for Issue Resolution

Online shoppers prefer: **Email**

In-store shoppers prefer: **In-person**

Both groups had low preference for self-serve solutions, including self-help and automated tools.

## Managing the Multichannel Experience

**60%** of all shoppers who interacted with a retail brand indicated they took a multi-channel approach.

**57%** thought they were forced into that multi-channel approach.

## Issue Resolution Drops When the Channel Choice is Forced



**83%**  
Resolved

When channel was chosen for convenience or to expedite process



**55%**  
Resolved

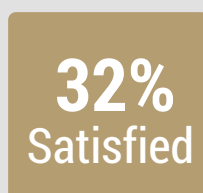
When channel was forced by the customer service process

## Customer Satisfaction Drops When the Channel Choice is Forced



**79%**  
Satisfied

When channel was chosen for convenience or to expedite process



**32%**  
Satisfied

When channel was forced by the customer service process

**Read the complete survey results.**

Source: All findings are from the *CXMB Industry Insights: Retail*, Vol. 2, May 2017. Special thanks to our sponsor. Methodology: Conducted by Google Consumer Surveys on April 1–3, 2017. National Adult Internet Population.

