

Service and value is as important as quality

The Holy Trinity of product quality, customer service and value for money remains key.



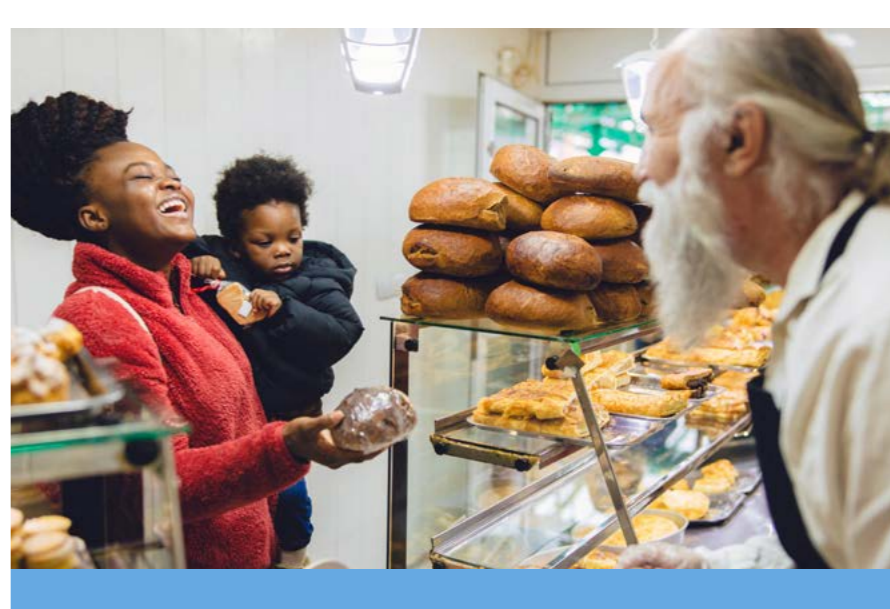
31%

say good customer service, e.g. ease of checkout or easy returns process, would increase their loyalty to a retailer



72%

agree that due to the rising cost of living, value for money is now more important



51%

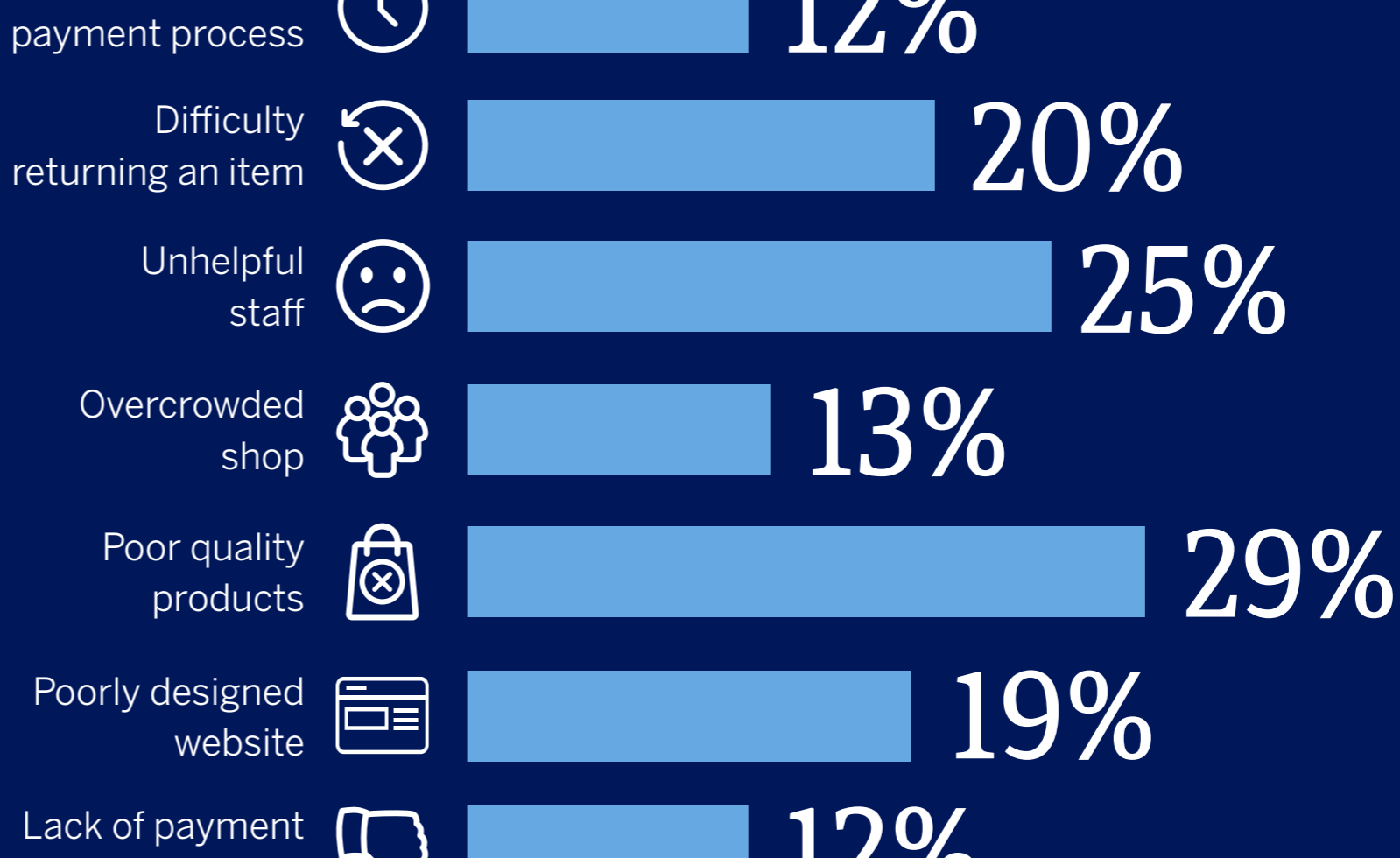
stopped shopping with a retailer due to poor quality products or services

Key takeout

The research shows that if retailers allow quality, service, and value to slip then loyalty can be very quickly lost



Percentage of people who suffered poor experiences with a retailer that wouldn't return



Consumers expect genuine personalisation

Personalised engagement has become the minimum expectation from shoppers



40%

of consumers are open to sharing their data in exchange for personalised experiences, product recommendations and offers



43%

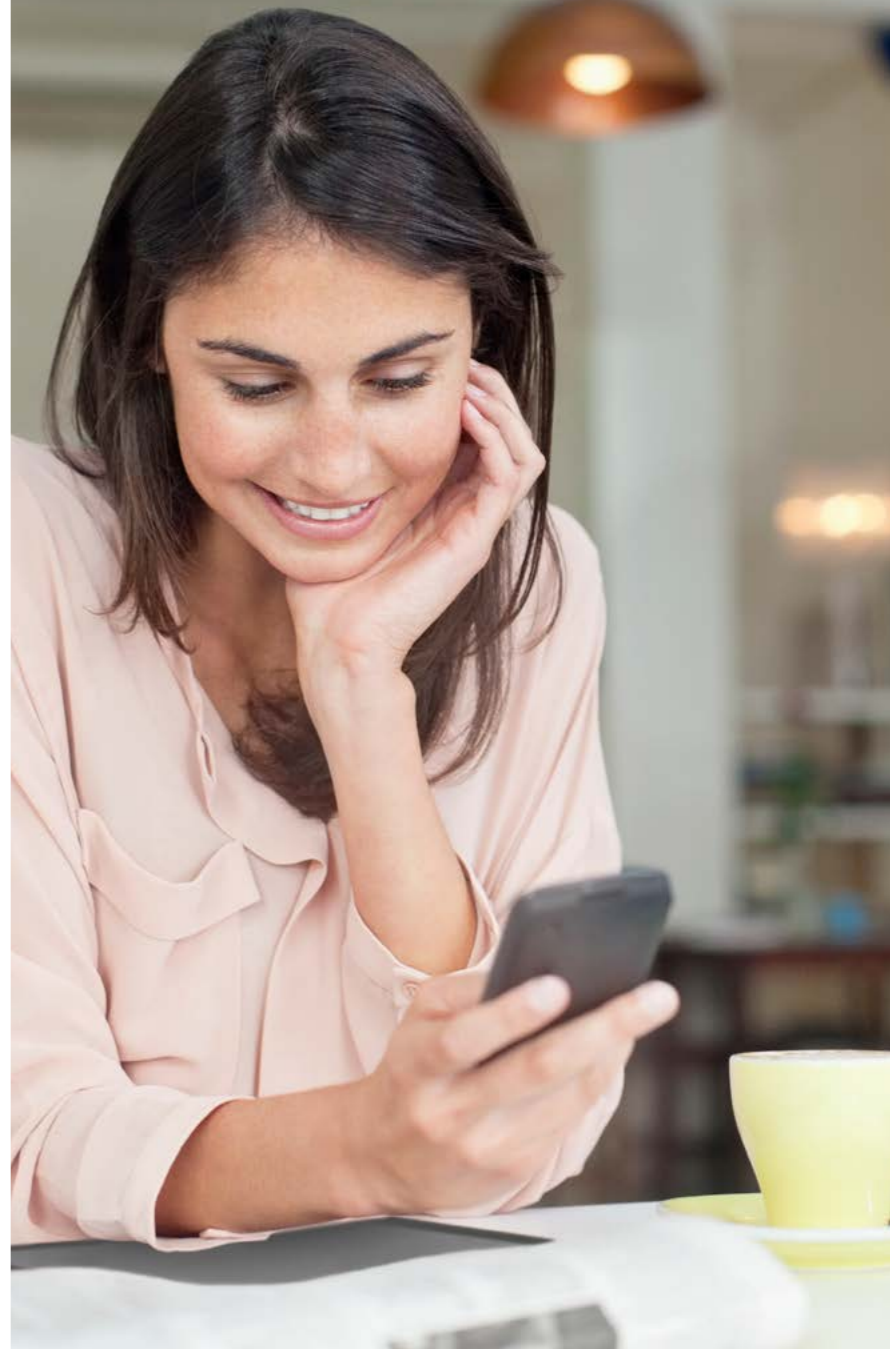
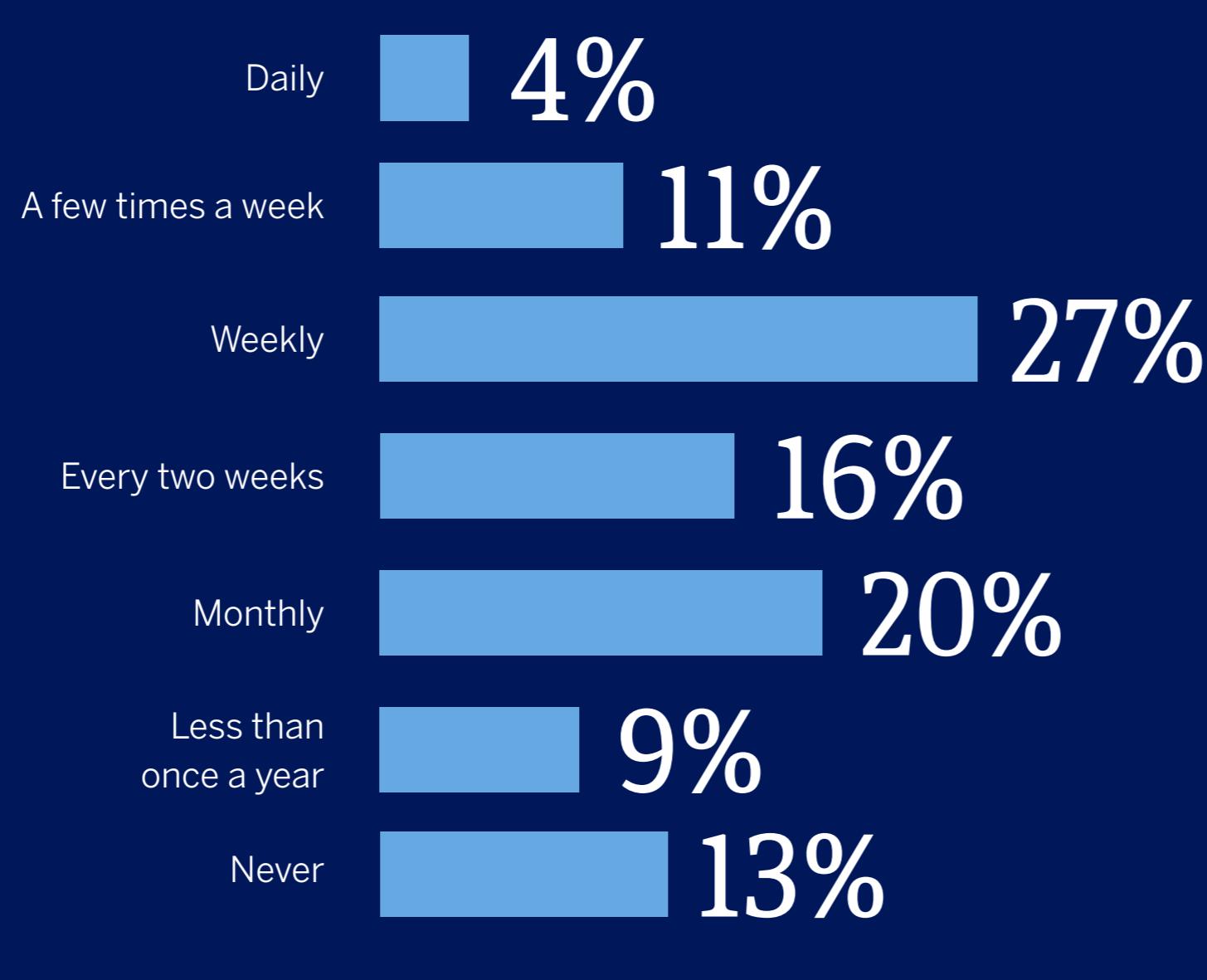
expect to receive only personalised emails and adverts from brands and retailers, not generic promotions



Key takeout

Generic promotions can serve a purpose, however the research shows retailers must strike a balance in ensuring customer comms are targeted and relevant

How often consumers prefer to receive personalised messaging about new offers or products

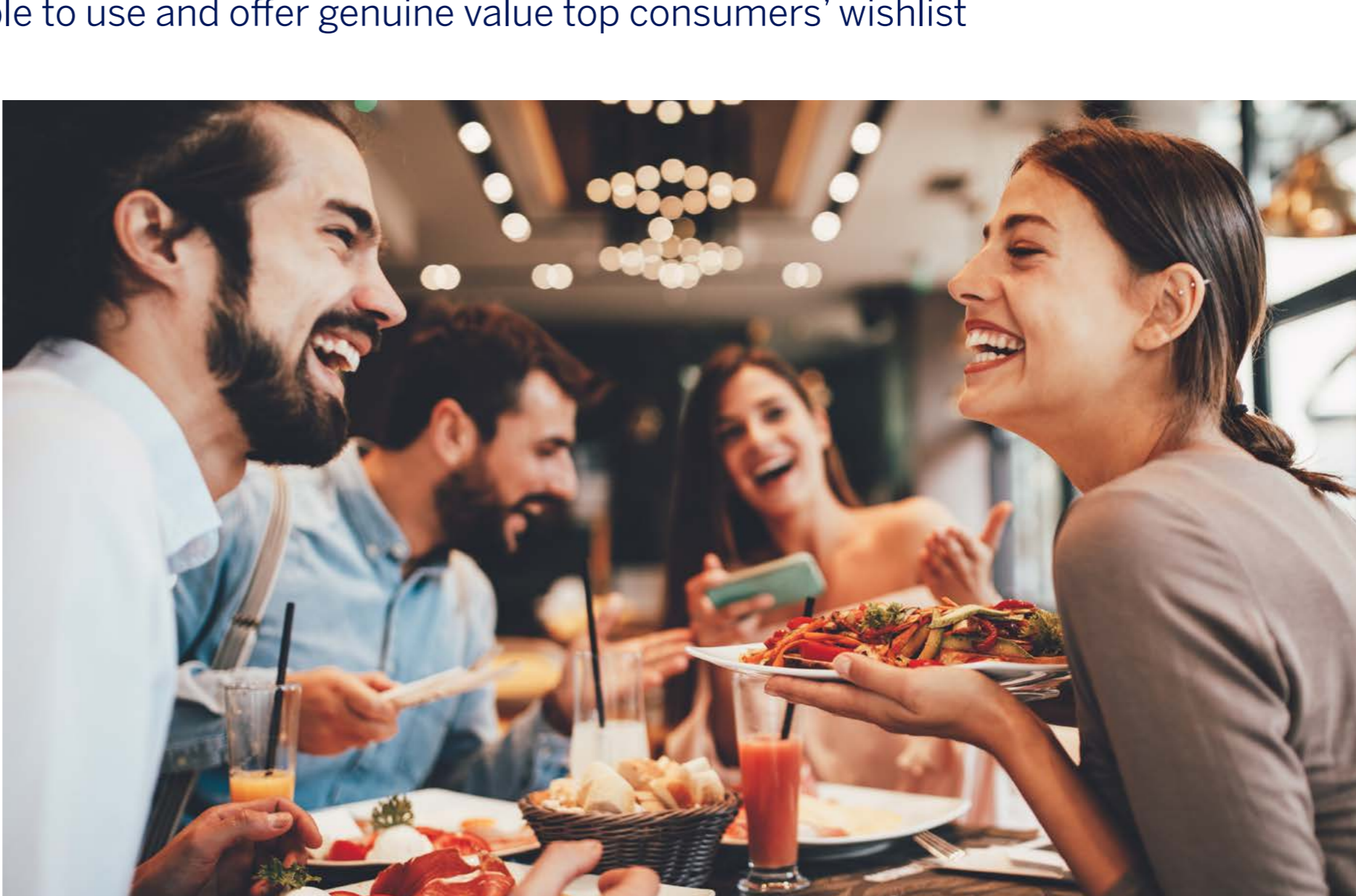


Well-designed loyalty schemes win out

Loyalty schemes that are accessible, simple to use and offer genuine value top consumers' wishlist

The top three features consumers value most from loyalty schemes are:

- ✓ Simplicity
- ✓ Having plenty of opportunity to redeem points
- ✓ Getting a good return on spend



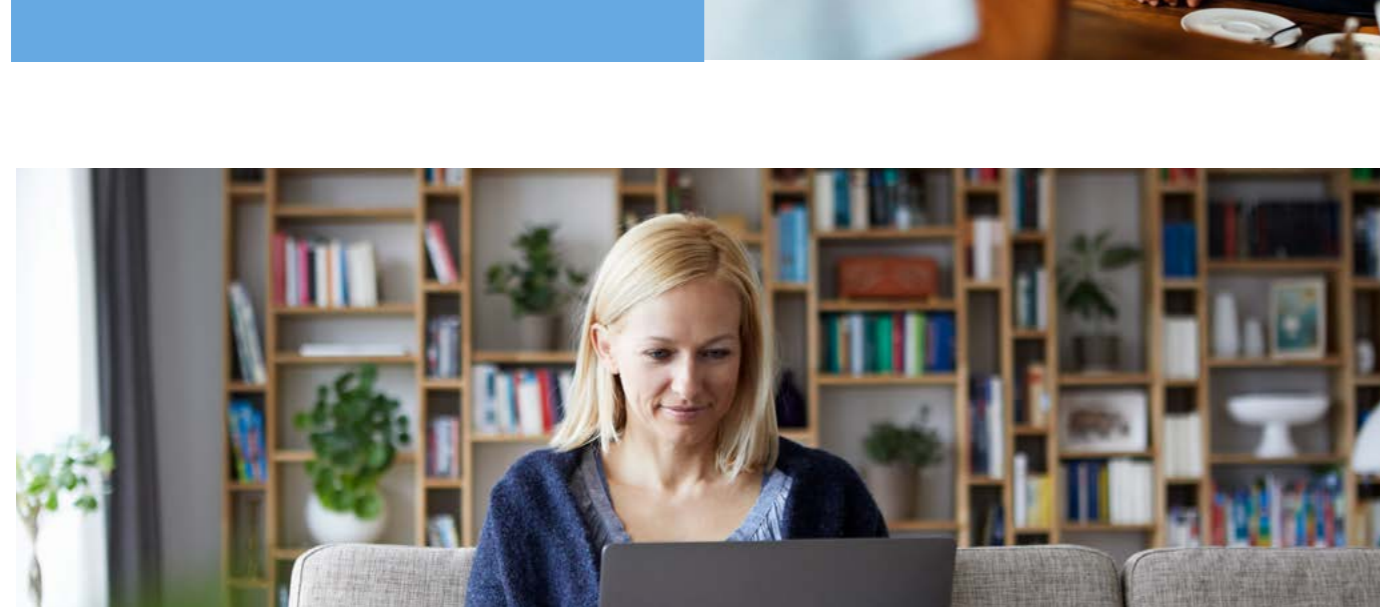
59%

would use a loyalty programme in light of the rising cost of living



53%

sign up to loyalty schemes because they want to access lower prices on products



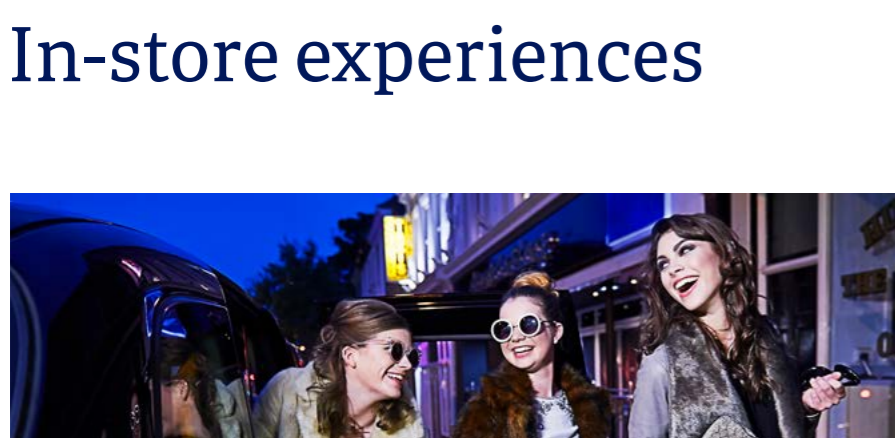
Key takeout

With consumers now signed up to an average of 4 loyalty schemes, retailers need to work hard to drive lasting engagement

Younger consumers spotlight: Experience over service

When it comes to driving in-store loyalty, 18-34 year olds are looking for a richer, more immersive experience, and one which feels tailored to them.

In-store experiences



62%

are more likely to make a purchase at a brand's flagship store where they show special products or create experiences



58%

are more likely to make a purchase if retailers offer augmented reality (AR) technology



49%

are more likely to make a purchase if a brand offers in-store entertainment e.g. live music or gaming

Value beyond the price tag



49%

18-34 year old shoppers are the least likely group to consider price as a loyalty driver

47%

want to use loyalty points to give back to charities or net zero projects



33%

are more loyal to brands with a positive corporate reputation and values which align with their own, compared to just one in seven shoppers aged over 55

