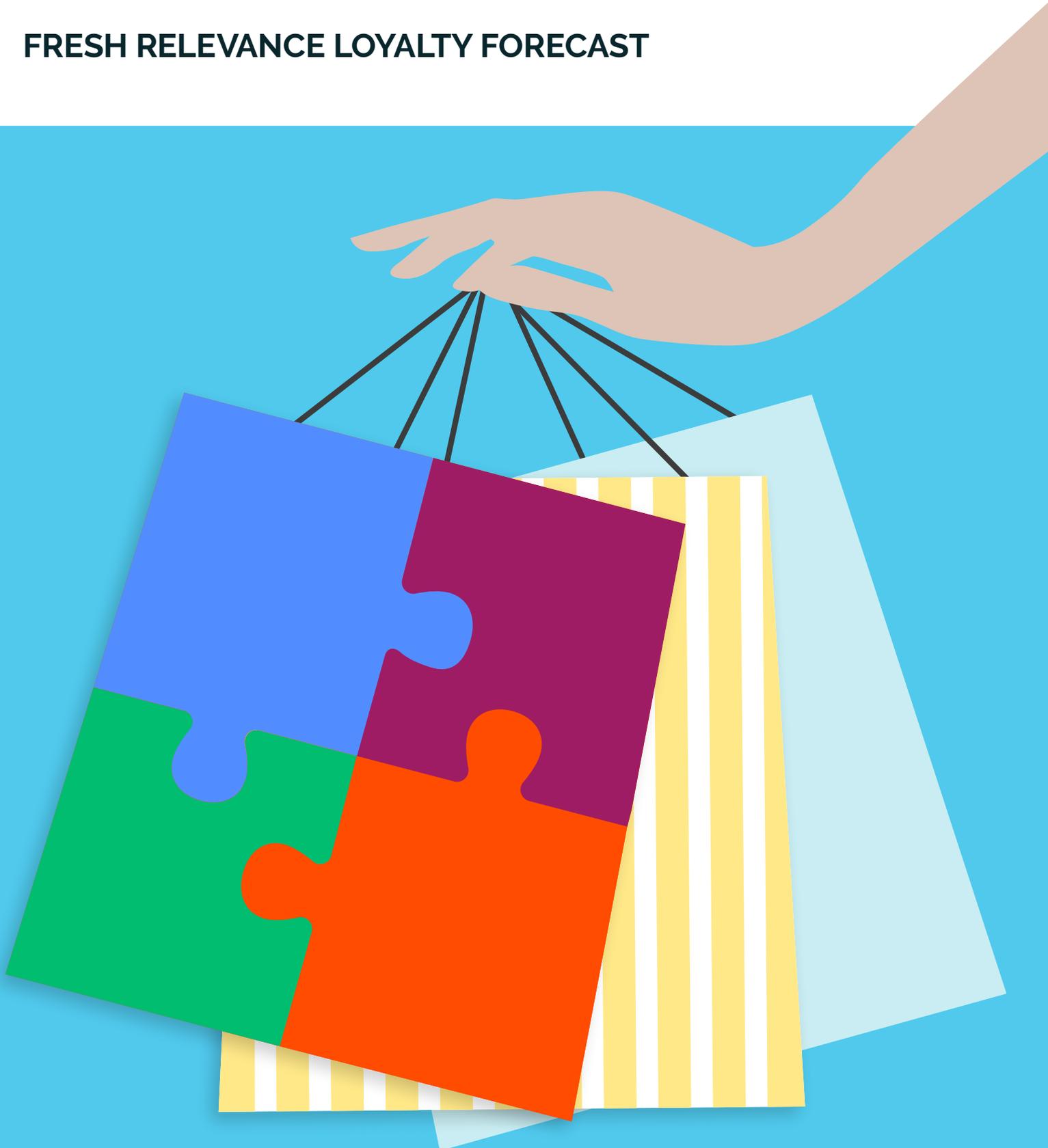


# FOUR PILLARS OF CUSTOMER LOYALTY

FRESH RELEVANCE LOYALTY FORECAST



## FRESH RELEVANCE LOYALTY REPORT

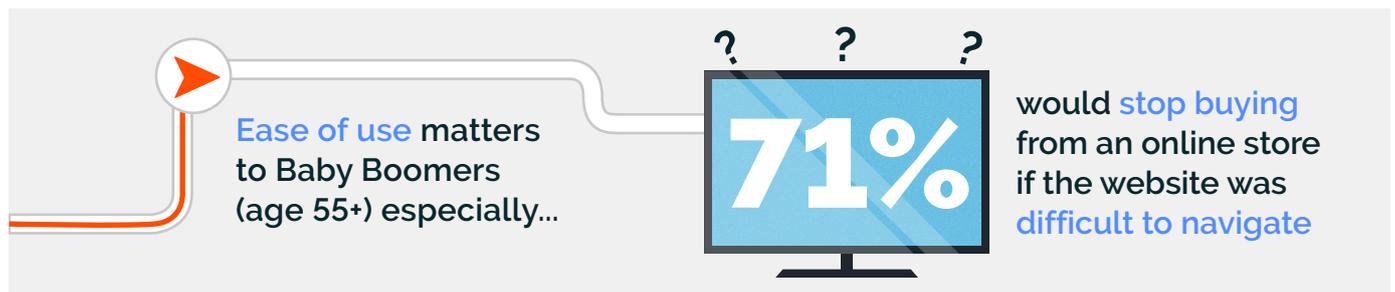
In this era of one-click immediacy paired with an abundance of choice, customer loyalty is fleeting and it's increasingly challenging for marketers to define what makes the modern shopper keep coming back for more. With the tiniest inconvenience souring a shopper's overall perception of a brand, marketers are challenged to not just meet, but exceed all customer expectations across their path to purchase.

From providing 1-2-1 personalization on a level that resonates with shoppers and doesn't come across as creepy, to striking the right content and cadence of marketing messages to generate revenue without over-emailing subscribers – brands are tasked with a marketing Catch-22. Faced with a multitude of potential marketing channels and tactics to earn customers' loyalty, it's nearly impossible to discover what really works.

The **Fresh Relevance Loyalty Forecast** breaks down the top four pillars along the shopping journey that create repeat customers - **Convenience, Experience, Services** and **Communications** - to provide critical insights (straight from consumers' mouths) to marketers about what they want most from retailers in exchange for their loyalty. A little bit goes a long way for shoppers, so it's vital to be buttoned-up across all of these primary areas. Once you surpass the hurdle and make customers feel valued, the ROI will be undeniable.

# CONVENIENCE RULES

With an oversaturation of online and in-store options that can satisfy consumers' every want or need, any slight inconvenience can prompt them to turn to a competitor. **Consumers are demanding – 60% would stop buying from an online store if the website was difficult to navigate!** So ensure you've covered these convenience basics if you want to win over repeat customers.



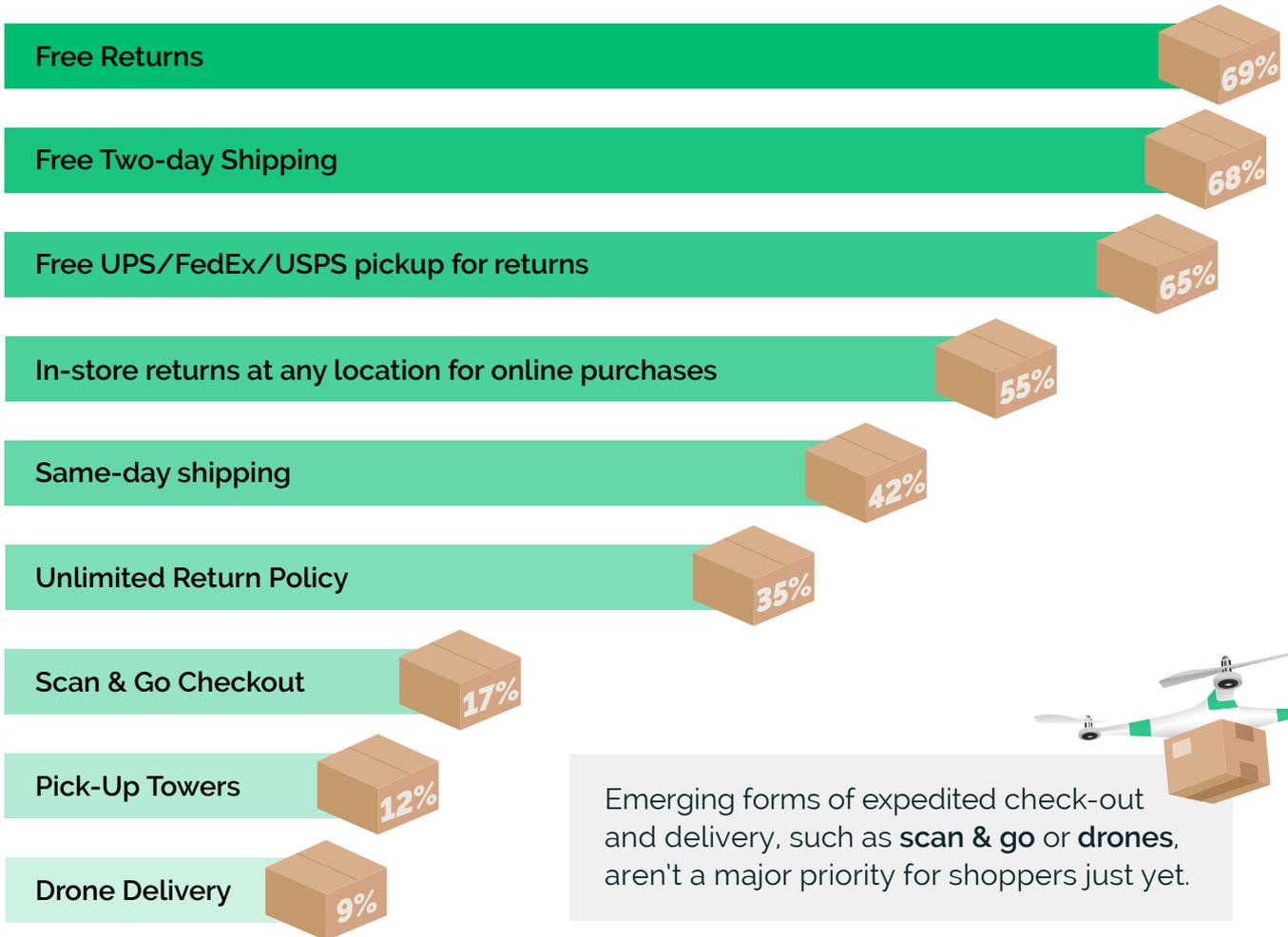
# THE AGE OF EXPERIENCE STORE

Despite the prevalence of eCommerce, physical spaces to “try before you buy” are crucial to a satisfactory customer experience. **Nearly half (43%) of consumers want to physically try products such as apparel, furniture and technology in-store before they buy online.**



# EASE OF SERVICES

One leg of attracting loyal customers is as easy as simplifying and improving shipping and returns processes. **Consumers chose the services most important to them when deciding which retailer to shop from.**



Emerging forms of expedited check-out and delivery, such as **scan & go** or **drones**, aren't a major priority for shoppers just yet.

## Service priorities by demographic groups:



**MORE THAN 3 IN 4**  
(79%) of Baby Boomers consider **free returns** most important when choosing a retailer to shop with



**MORE THAN HALF**  
(51%) of shoppers with children under 18 rank **same-day shipping** the most important when choosing retailers



**MORE THAN 1 IN 4**  
(26%) of parents consider **Scan & go checkout services** important

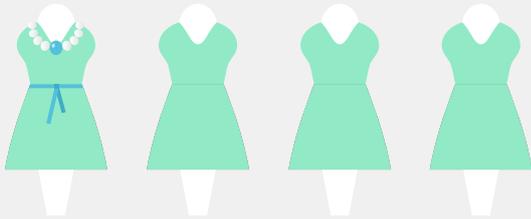
# MARKETING COMMUNICATIONS

To ensure consumers are happy with the content and frequency of marketing communications, buck spray-and-pray email marketing strategies, considering over **one in four (28%) are more likely to be loyal to a brand that sends marketing emails that are tailored to them**. Proven, more effective personalization tactics are segmentation, personalized product recommendations and targeted email communications throughout the customer lifecycle, including post-purchase.

## 2 IN 5 SHOPPERS



(41%) would consider **not shopping with a retailer that emailed them every day** with irrelevant information



## 1 IN 4 FEMALE SHOPPERS

(23%) would enjoy **personalized post-purchase email guides or ideas** (e.g. suggestions on how to wear an apparel item, etc.)

Retailers shouldn't think they've mastered personalization if they **call their customers by their name** in marketing emails

Hi Steve!



**MORE THAN 1 IN 3 CONSUMERS DON'T CARE**

## 1 IN 4 CONSUMERS



(25%) would like retailers to **send them product recommendations**



**26%** of consumers want retailers to **notice when they buy something for someone else**, so they don't send promotions or product recommendations for irrelevant items.

## METHODOLOGY

All figures, unless otherwise stated, are from **YouGov Plc**. Total sample size was 1125 adults. Fieldwork was undertaken between 23<sup>rd</sup> - 24<sup>th</sup> May 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).



## Our job is to make you awesome at yours

Fresh Relevance is the comprehensive personalization platform for digital marketers that drives revenue and loyalty by delivering a targeted cross-channel customer experience. Powered by real-time data and machine learning, Fresh Relevance seamlessly works with the existing martech stack, unifies siloed data and tracks all customer behavior. Providing unique, actionable insights into each shopper, the platform helps select the most relevant tactics from an unrivalled range of digital marketing tools to guide customers along their journey across channels and devices.



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