

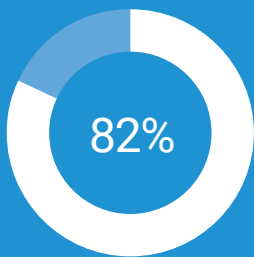
Creating seamless retail experiences



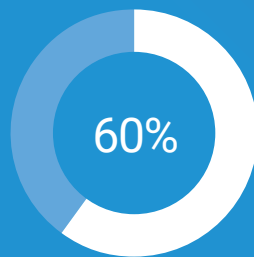
Businesses that succeed in the future will be the ones that figure out how to meet consumer expectations for seamless omnichannel experiences.

To help businesses understand the best examples of these types of experiences, Google partnered with Practicology to review 145 retailers across seven European countries. Here we summarise the findings for the UK, where we reviewed 40 retailers.

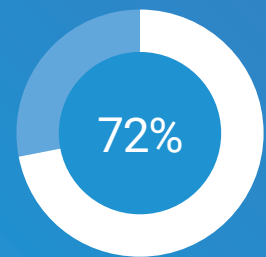
1 SEAMLESS CUSTOMER EXPERIENCES ARE CRITICAL



82% of smartphone users consult their phone on purchases they are about to make in-store¹



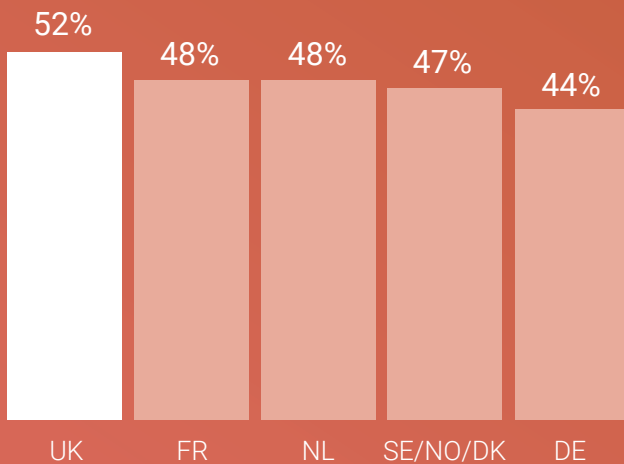
6 in 10 internet users check whether a product is available in a local store before visiting a retail location²



72% of businesses name improving customer experience their top priority³

2 EUROPEAN RESULTS

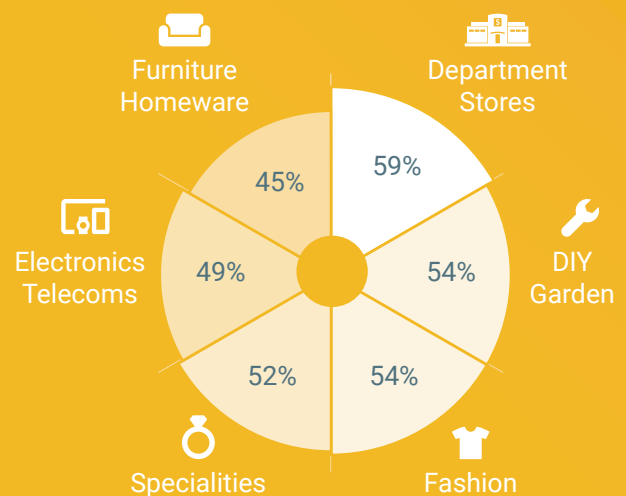
Average omnichannel CX score - by country (% of CX principles and criteria passed)



The UK is top of the list, with retailers scoring particularly well in terms of offering flexible fulfillment options and providing relevant store details on their website.

3 RETAIL PERFORMANCE BY VERTICAL

Average omnichannel CX score in the UK - by retail category (% of CX principles and criteria passed)

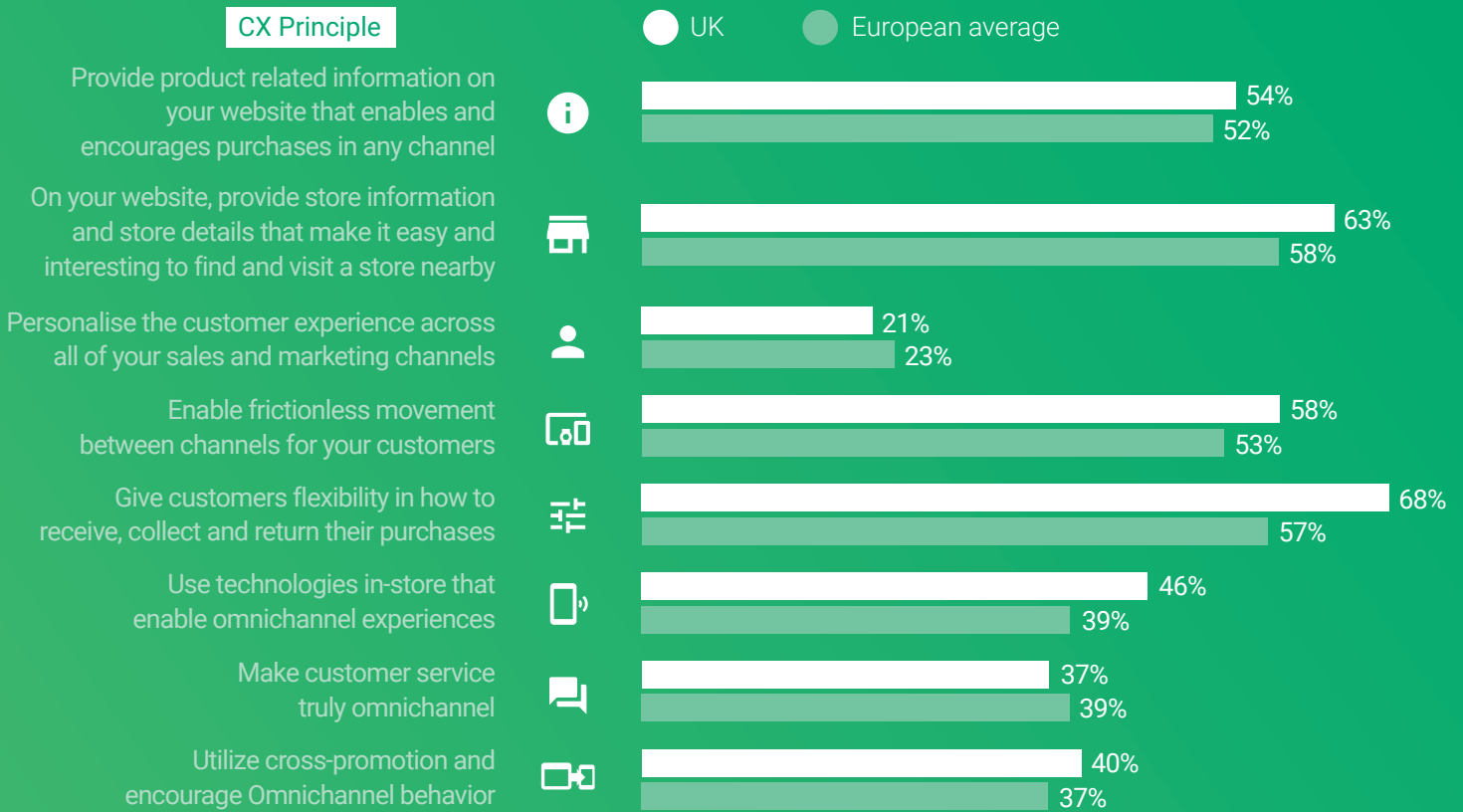


UK department store retailers offer the best experiences, particularly by using in-store technology, providing flexible fulfillment options and running promotions across channels.

4 PERFORMANCE BY CX PRINCIPLE

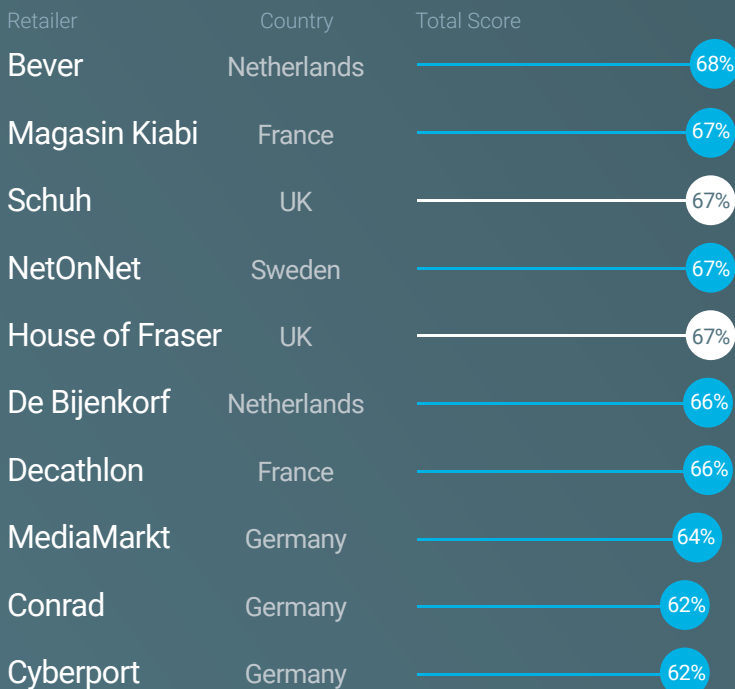
UK retailers excel in offering more flexible fulfilment options than retailers in other markets. In terms of offering omnichannel customer service, there is still room for improvement.

Omnichannel CX score - by principle (% of CX criteria passed)

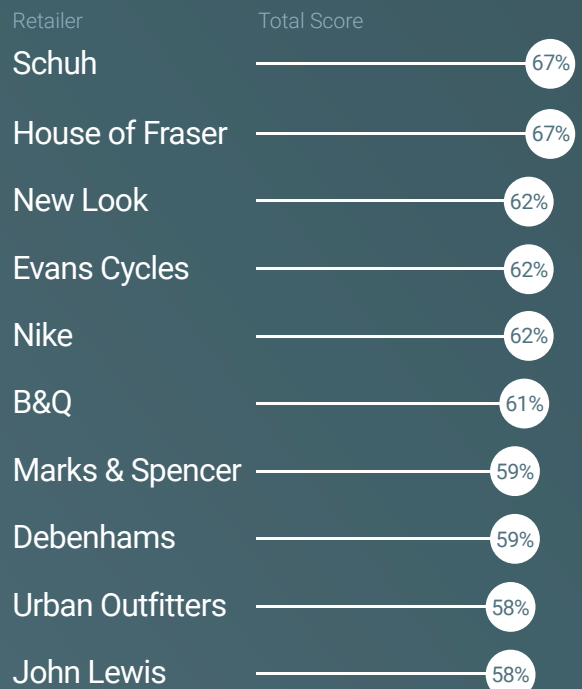


5 OMNICHANNEL CUSTOMER EXPERIENCE: EUROPEAN AND UK TOP 10

Omnichannel Customer Experience: **European Top 10**
(% of CX principles and criteria passed)



Omnichannel Customer Experience: **UK Top 10**
(% of CX principles and criteria passed)



Bever (NL) offered the best omnichannel customer experience out of all the retailers we reviewed.

House of Fraser and Schuh top the ranking in the UK, well ahead of other retailers

6 BEST PRACTICES

Product Information

Highest scores in Europe

Leroy Merlin (FR) 100%

NetOnNet (SE) 100%

Power (NO) 100%

Highest Scores in the UK

PC World 83%

Curry's 83%

House of Fraser 83%

Case study: LEROY MERLIN (FR)



Leroy Merlin provides customers with all the product related information they need.

- Product availability online and in-store precisely indicated on product pages.
- Lists of products can be filtered based on availability in a specific store.
- All possible fulfilment options clearly listed on product pages.

Personalisation

Highest scores in Europe

Adidas (DE) 83%

Adidas (UK) 67%

G-Sport (NO) 67%

Highest Scores in the UK

Adidas 67%

Hobbycraft 67%

Case study: ADIDAS (DE)



Adidas personalises the customer experience across channels.

- Customers can set personal style and sports preferences within their account and select their local store.
- Website content and product recommendations update based on browsing and on-site shopping behavior.
- Adidas sends customers a 'happy birthday' email with a special and personal birthday offer.

Flexible Fulfillment

Highest scores in Europe

PC World (UK) 94%

Schuh (UK) 88%

BCC (SE) 88%

Highest Scores in the UK

PC World 94%

Schuh 88%

Boots 81%

Case study: PC WORLD (UK)



PC World (UK) received the highest score in Europe for offering Flexible Fulfillment options.

- Customers can choose between click-and-collect and reserve-and-collect. Products bought online can also be returned in-store.
- Next day delivery is available for customers to choose. Standard delivery is free for all orders.
- Staff can place orders online for customers for home delivery and check stock at other stores.

Store Details

Highest scores in Europe

Sephora (FR) 83%

Specsavers (UK) 83%

Mio (SE) 83%

Highest Scores in the UK

B&Q 83%

Specsavers 83%

New Look 83%

JD Sports 83%

Case study: SEPHORA (FR)



Sephora makes finding store information quick and easy.

- Mobile optimized store locator that utilizes a user's geo-location.
- Relevant information like opening hours and contact details clearly listed.
- Allows users to filter results based on services offered in-store and book appointments.

Frictionless movement between channels

Highest scores in Europe

Leroy Merlin (FR) 100%

NetOnNet (SE) 100%

Power (NO) 100%

Highest Scores in the UK

Urban Outfitters 100%

Toys R Us 100%

House of Fraser 100%

Case study: NETONNET (SE)



NetOnNet enables frictionless movement between channels.

- Wish-lists and shopping baskets are synced to a customer's account and immediately available across devices.
- Gift cards can be bought and redeemed both online and offline and card balance can easily be checked and increased.
- NetOnNet's loyalty program allows members to claim offers in-store and online.

In-store Technologies

Highest scores in Europe

Nike (UK) 100%

Bever (NL) 100%

Magasin Kiabi (FR) 100%

Ikea (FR) 100%

Highest Scores in the UK

Nike 100%

Topshop 75%

Dorothy Perkins 75%

Case study: DECATHLON (FR)



Decathlon makes use of in-store technologies to offer an omnichannel customer experience.

- NFC technology used at kiosks and fitting rooms: customers can view product details and reviews, variations, related products and order products online.
- Free wifi offered in-store and used to promote offers. App can be used to discover additional product details (via NFC / Barcodes).
- Products ordered via click-and-collect can be collected quickly from click-and-collect lockers.

Omnichannel Customer Service

Highest scores in Europe

Bever (NL)	100%
Schuh (UK)	100%
Jula (SE)	100%
Bauhaus (DK)	100%

Highest Scores in the UK

Schuh	100%
New Look	83%
Evans Cycles	83%

Case study: **BEVER (NL)**



Bever is the top ranking retailer in our study of 145 retailers.

- Bever offers multiple ways to get in touch, catering to different customer preferences.
- Live chat is available on all pages of the mobile website to quickly answer customer questions.
- Bever provides quick and accurate answers to questions about their stores via email, live chat and phone.

Cross-Promotion

Highest scores in Europe

Globetrotter (DE)	88%
Boulangier (FR)	88%
Smyths Toys (UK)	75%

Highest Scores in the UK

Smyths Toys	75%
B&Q	75%
Selfridges	75%

Case study: **BOULANGER (FR)**



Boulangier actively uses cross-channel promotions.

- Email newsletters contain store specific promotions, like new store openings, special opening hours, and in-store events.
- Store detail pages include news specific to each store and customers can book a consultation meeting in-store.
- Online shop and store specific social media channels are actively promoted in-store.

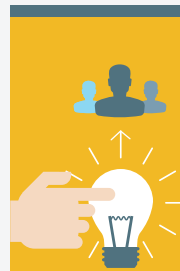
7 NEXT STEPS

Are you spending enough time thinking about the experience your customers have with your brand? To optimise the omnichannel experience for your customers:



CONDUCT AN OMNICHANNEL CUSTOMER EXPERIENCE REVIEW

- Assess your current customer experience, by using Google & Practicology's set of 8 omnichannel customer experience principles or engage a CX consultancy.
- Identify customer pain points and prioritise areas for improvement.



START IMPROVING CUSTOMER EXPERIENCES

- Most urgent changes often concern the digital channel, where the customer can get a much more customised experience.
- Review Google's omnichannel solutions available to you today that help create demand and drive omnichannel revenue.

METHODOLOGY

Google commissioned in-depth reviews of the omnichannel customer experience offered by 145 retailers in seven European countries to help businesses understand the best examples of seamless experiences across channels. We then benchmarked and ranked the retailers.

To generate an independent list of retailers to be reviewed, Google used SimilarWeb's publicly available data to identify the top retailers within the Shopping category in each country (UK, Germany, France, The

Netherlands, Denmark, Norway and Sweden) based on website traffic volume. That list was then filtered to only include retailers that have physical stores.

Google commissioned Practicology, recognised experts in omnichannel customer experience and omnichannel strategy, to independently review and benchmark retailers.

¹ <https://www.thinkwithgoogle.com/marketing-resources/micro-moments/consumer-i-want-to-buy-micro-moments/>

² <https://www.thinkwithgoogle.com/data-gallery/detail/comparison-shopping-on-mobile-which-ones-best-moments/>

³ <https://www.forrester.com/72+Of+Businesses+Name+Improving+Customer+Experience+Their+Top+Priority/-/E-PRE9109>