

Seamless Retail Survey Results 2015: Top Global Findings

Accenture research reveals retail customers find it easier to shop across channels than last year but desire more digital experiences in store. As part of the research, we also benchmarked retailers around the globe to understand their capabilities as they relate to shopper desires.

Customer Experience

In-store Expectations

Shoppers think the in-store experience needs the most improvement. The top 2 services shoppers say would improve the in-store experience most:



Integration Expectations

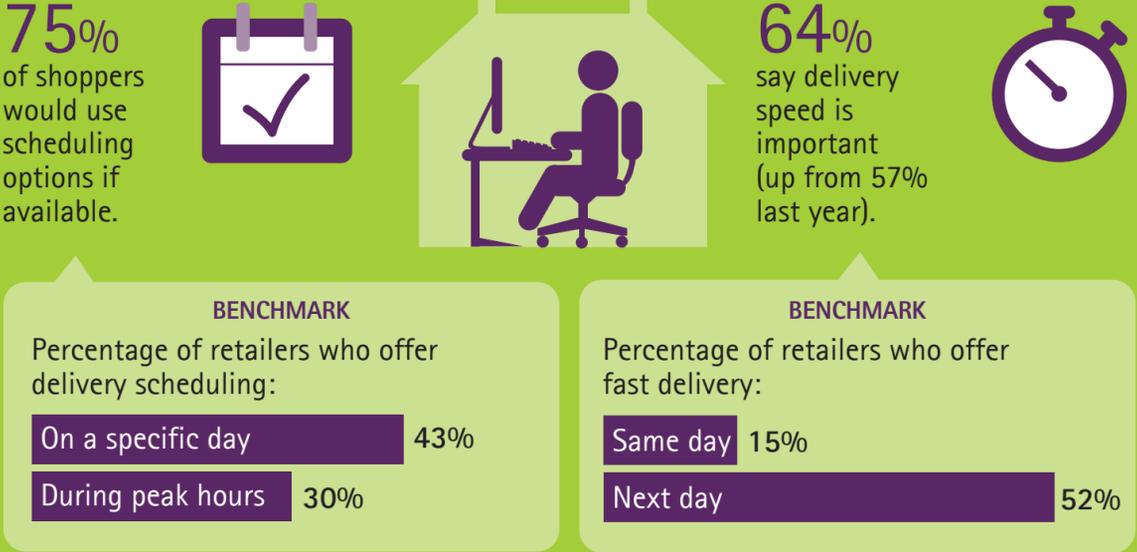
Shoppers are finding it easier to shop seamlessly across channels (stores, online, mobile, tablet) this year.



Flexible Fulfillment

Delivery Scheduling

Delivery speed and scheduling are both important to shoppers when buying online.



Subscription Programs

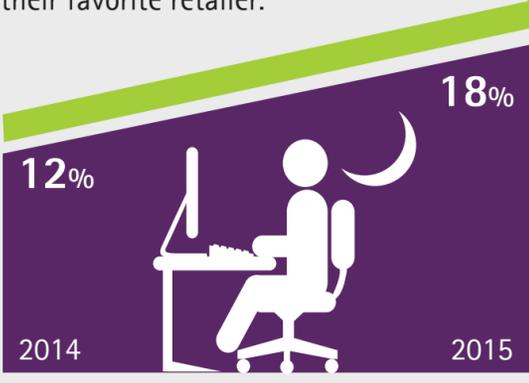
Shoppers are interested in subscription programs, but not as enticed as last year. Percentage of shoppers who would shift their purchases if this service was offered:



Connected Shopping

Shopping Around for Best Price

After-hours shoppers, who are willing to wait for shipping, are looking around more this year for best price rather than at their favorite retailer.



24% of after-hours shoppers are willing to wait for their item to be shipped (down from 32% last year).

Stores Still Play a Role

After business hours, 36% of shoppers will wait for the stores to open the next day to make a purchase.



Personal Interaction

Personalized Experience

Consumers are less comfortable providing their personal information in exchange for a more personalized experience.



Safeguard Customer Data

Percentage of people who are very confident that retailers can safeguard their personal information:



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Accenture surveyed almost 10,000 people in November 2014 in 13 countries around the globe. Accenture also benchmarked 189 retail stores in these same countries across various segments.

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