

FACT SHEET

U.S. Consumers Want More Personalized Retail Experience and Control Over Personal Information, Accenture Survey Shows

The Accenture Personalization Survey examined customer expectations around a personalized shopping experience and identified the types of retail technologies, tailored customer experiences and communications – online and in-store – that consumers may experience.

Automatic in-store discounts, real time promotions and website optimization are attractive personalization tactics

The most welcome in-store retailer communications and offerings cited by survey respondents include:

- Automatic discounts at checkout for loyalty points or coupons (82 percent)
- Real time promotions (57 percent)
- Complementary item suggestions (54 percent)

When it comes to personalized online experiences, the most popular choices include:

- Website optimized by device (desktop, tablet, mobile) (64 percent)
- Promotional offers for items the customer is strongly considering and intuitive web navigation depending on whether the shopper wants to browse (59 percent)
- Compare prices or buy an item (59 percent)

According to the survey, consumers are less comfortable with the following personalization tactics:

- Retailers suggesting not to buy items online outside their budget at big-ticket destinations such as home improvement and electronics stores (46 percent).
- Mass retailers and grocery stores advising them not to buy items online outside of their dietary restrictions (40 percent).
- Store associates who can provide recommendations based upon their family health issues in store (42 percent).
- Store associates greeting them by name when they walk into a store (36 percent).
- Retailers giving them feedback from their friends online (52 percent).

Key demographic differences depict generational conflict

- More than half of all consumers (51 percent) and 68 percent of Millennials would be receptive if - a drug store tells them to stop buying items online that could react negatively with other medicines; however, a significantly lower percentage (30 percent) of Baby Boomers were comfortable - with this personalization tactic.
- Millennials are more likely than Baby Boomers to look for advice on in-store purchases. Forty-five percent like the idea of a personal shopper who can pull items according to the customer's style, fit or wardrobe, versus 28 percent of Baby Boomers.
- Baby Boomers are more demanding than Millennials when it comes to receiving benefits in exchange for their data. Almost three-quarters (74 percent) expect to get automatic crediting for coupons and loyalty points, and 70 percent expect special offers for items they are interested in, versus 58 percent and 61 percent of Millennials, respectively.

- Millennials are more forthcoming when it comes to sharing personal details on social media than Baby Boomers. Over one-third (34 percent) of Millennials indicated they would share their sexual preference on social media compared to only 11 percent of Baby Boomers. In addition 34 percent would disclose their religion and 24 percent their political affiliation versus 13 percent and 10 percent for Baby Boomers, respectively.
- An overwhelming majority (82 percent) cited email as the most effective means of communicating personalized offers, recommendations or information. However, text messages and social media are more effective communication channels for targeting Millennials (52 percent and 43 percent) than Boomers (38 percent and 15 percent).