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# Shoppers Conflicted on How Personal to Get

U.S. consumers want a personalized retail experience but are divided on retailers' tactics and the type of personal information they are comfortable disclosing, according to a new Accenture survey.

## Shoppers Want It Personal . . .



The most welcome in-store communications options include:



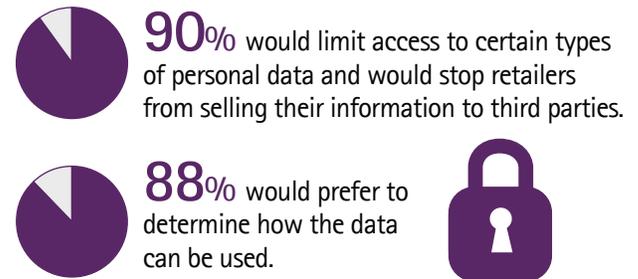
## What they like about personalization

- ✓ **64%** like access to exclusive deals and automatic crediting for coupons and loyalty points.
  - ✓ **51%** like "one-click" checkout, then retailers who know how consumers want to pay and have items shipped.
  - ✓ **48%** are receptive to getting reminders online to order items that they might have run out of and need to be refilled.
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## . . . But Not Too Personal



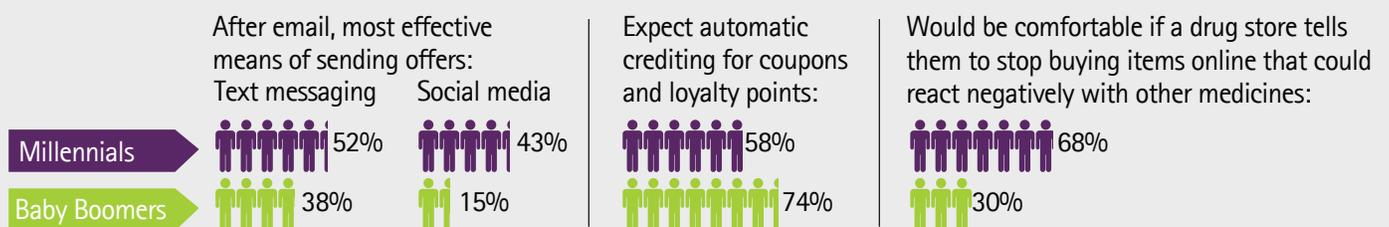
Consumers want control over personal information:



## What they view as too personal

- ! **52%** say retailers giving them feedback from their friends online.
- ! **46%** say retailers suggesting not to buy items online outside their budget at big ticket destinations such as home improvement and electronics stores.
- ! **42%** say store associates who can provide in store recommendations based upon their family health issues.

## Generational Differences


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