

## Re-energising retail - Who's winning in the CX stakes?

### Best retailers for in-store and online customer experience revealed in new RetailEXPO report

20 February, 2019 – Richmond, London – Retailers' in-store customer experience (CX) was better than online, the latest report from [RetailEXPO](#) revealed – with one exception; Amazon.

Original research of over 2,000 UK consumers in the 'One Vision: How To Re-Energise Retail In 2019 And Beyond' Report from **RetailEXPO** revealed that Tesco topped the poll for delivering in-store experience (23%), followed by Sainsbury's (18%) and Asda (17%).

#### Best in-store customer experience

1. Tesco (23%)
2. Sainsbury's (18%)
3. Asda (17%)
4. M&S (15%)
5. = Aldi and Morrisons (14%)

The top five retailers delivering the best in-store CX was dominated by grocers, with the average in-store satisfaction score of 15%, while the average in-store satisfaction score for department stores dropped to 7% on average and dropped even further for in-store fashion, scoring just 3% on average. These results, the report suggests, are indicative of supermarkets' ever-evolving propositions to change and keep up with new consumer habits – both from a technology and store format perspective.

Matt Bradley, Event Director for **RetailEXPO**, explained: "From a technology perspective, the top three for in-store CX in our report - Tesco, Sainsbury's and Asda - have all explored ways to reduce friction at the checkout, which is consistently a top pain point for shoppers, using either self-service, mobile app payment, or other methods to speed up transactions and give consumers purchasing control. It seems everyone's looking for that Amazon Go-like showstopper."

Matt Bradley continued: "From a store format perspective, grocers, such as Sainsbury's, have looked at mixed-use formats, by introducing fashion, beauty and wellness concepts to become quasi department stores, in order to deliver convenience. And more widely retailers are looking to redefine the in-store environment to include experiences as well as product in order to engage shoppers who want blended retail and leisure."

Almost three quarters (73%) of shoppers said they would spend more time and money in-stores that offer up a blend of product and experiences, while 70% said they would shop elsewhere if a retailer

didn't provide an exciting or engaging shopping environment, highlighting the importance of retail design in increasing dwell time, improving conversions and, ultimately, delivering CX in-store.

#### Best online customer experience

1. Amazon (28%)
2. Argos (9%)
3. = John Lewis and M&S (6%)
4. Tesco (5%)
5. = Next and Asda (4%)

When it came to online customer experience, Amazon topped the poll by a significant margin – 28% of UK shoppers rated the online giant as having the best digital CX – 19% higher than second place Argos (9%) and third equal John Lewis and M&S (6%).

Increasingly consumers are putting the shopping encounters offered by Amazon as the benchmark; 37% of UK shoppers say they wanted retailers' websites to have the same capabilities as Amazon – with frictionless one-click payments a priority for 23%. A further 33% expressed frustrations with the length of time retailers' websites took to load.

“Digital transformation, store restructuring and resizing, the move to service-led, experiential retailing, and the need to innovate and compete with not just other retailers – but other entertainment, leisure and hospitality providers – illustrates a complex path ahead for the retail industry. Looking ahead, successful retail businesses will be ones that combine online and their physical retailing estates in the most organic ways. Retail winners will be the ones which don't stand still, focus on offering customers memorable experiences, and evolve the way they are run to meet the needs of a new workforce and consumer demographic,” Matt Bradley concluded.

For more insights and key takeaways for retailers looking to capitalise on the opportunity that new retail presents in 2019 and beyond, download the full report: <http://bit.ly/OneVisionPR>

-ENDS-

For further information about **RetailEXPO**, Reed's leading European retail trade show, please contact the Fieldworks PR team:

Sarah Cole / Rhena Bunwaree

RetailExpoPR@[fieldworksmarketing.co.uk](mailto:fieldworksmarketing.co.uk) / 01892 784 500

#### Notes to editors:

Research conducted by OnePoll on behalf of Reed Exhibitions' **RetailEXPO** between: 30 November – 03 December 2018. Sample size: 2,000 UK adults

## About RetailEXPO

**RetailEXPO** is Europe's leading event for retail technology, design and digital signage. Providing innovation, stimulation, thought leadership and relevancy in today's omnichannel market. Taking place on 1+2 May at London's Olympia, it is the must visit event for retail and hospitality organisations looking for the right tools, solutions and advice on how to best run their business.

Retail is transforming from product-centric to customer-centric, from efficiency to flexibility, from optimisation to inspiration. **RetailEXPO** brings those challenges and opportunities into focus. It's where you can meet new ideas and solutions face-to-face, helping you set the right direction in retail, at pace.

[www.retailexpo.com](http://www.retailexpo.com)

## About Reed Exhibitions

Reed Exhibitions is the world's leading events business, enhancing the power of face to face through data and digital tools at over 500 events a year, in more than 30 countries, attracting more than 7m participants.

Reed Exhibitions help match customers with the right solution. Their events enable customers to learn about a market, source products and complete transactions, generating billions of dollars of revenues for the economic development of local markets and national economies around the world. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries.

[www.reedexpo.com](http://www.reedexpo.com)