Cisco Customer Experience Research

Retail Shopping Results

Global Data

Cisco Customer Experience Report Scope and Methodology

1,514
Consumer respondents

3 age groups…

18–29 Generation Y/Millennial
30–49 Generation X
50+ Baby Boomers

10
Countries

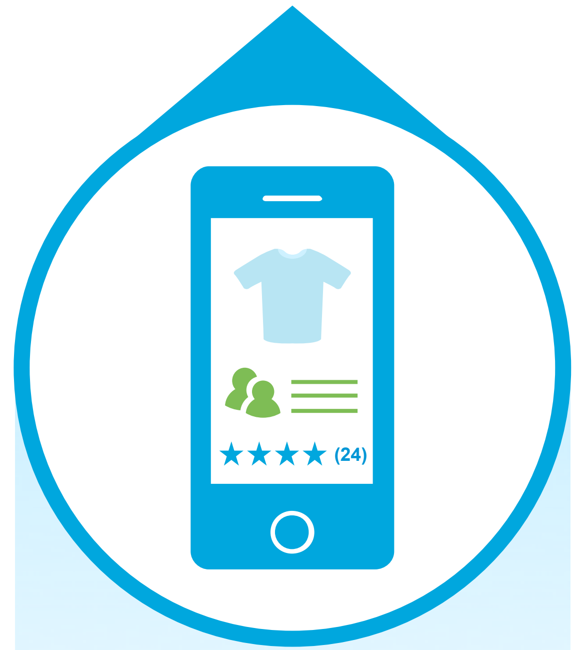
Brazil, Canada, China, France, Germany, India, Japan, Russia, United Kingdom, and United States

* Insight Express

Key Trends From Survey

Growing Use Of
Self-Service Shopping

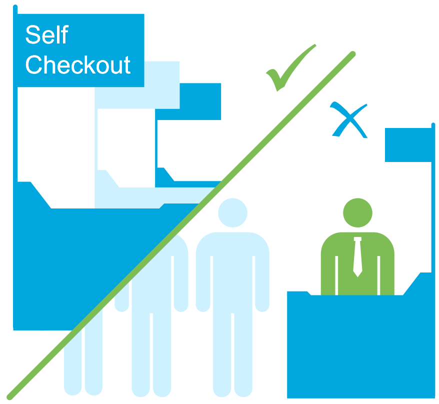
High Value In Personalized
Shopping Experience



Impact Of Mobile Phones
On Shopping Experience

Self-Service

Self-service and automated shopping experiences are growing in value amongst consumers



Speed is Driver Behind Self-Service

52% prefer self-check-out stations to avoid waiting in line

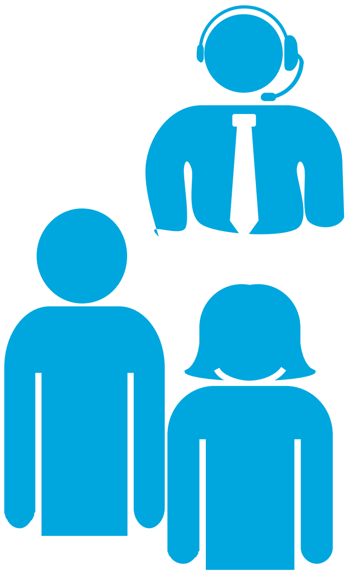
Prefer Own Research

43% prefer to use their own mobile phone when researching in store

57% prefer using in-store touch screens

Desire for more personal customer service

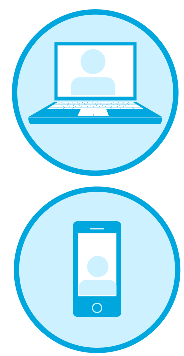
When shopping consumers still want a more personal touch



Shopping In-store

58%

Prefer assistance
from in-store associate



Shopping Online

58%

Prefer to speak a
sales associate
via IM (30%),
Email (28%)
or Phone (28%)

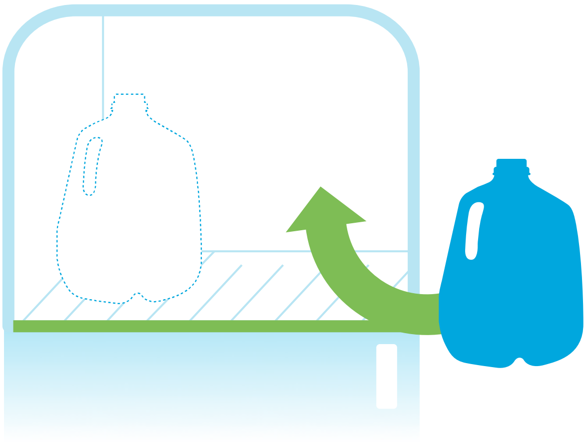
Automated Shopping Experience

Self-service and automated purchasing experiences are growing in value amongst consumers

Rise Of The Digital Mall

61% willing to shop in a completely automated store

42% **prefer** to shop in an automated store

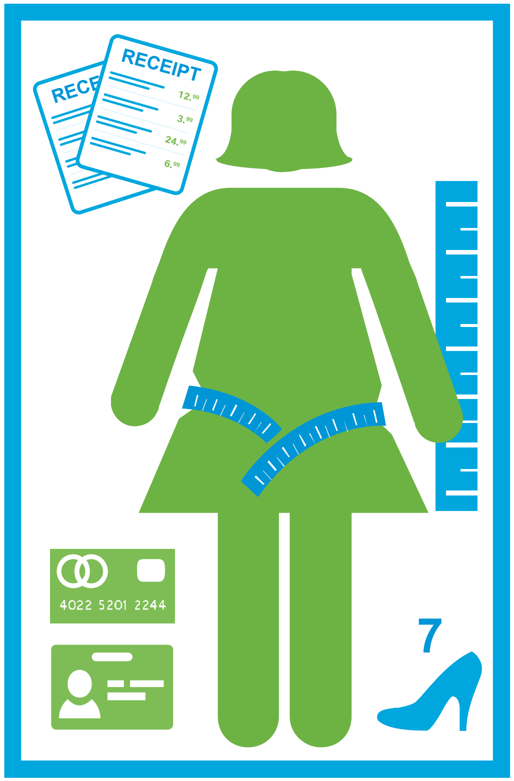


Automatic Purchase

49% would allow an automated engine to restock items (e.g. milk) in refrigerator

Value of Personalization

Consumers willingness to exchange personal information in return for valuable services



Value More Personal Service

49% are comfortable with retailers collecting personal info, in exchange for more personalized service

58% would share measurements/sizes for more personal service

35% okay with retailers sharing with vendors/manufacturers

Value of Personalization

Consumers willingness to exchange personal information in return for valuable services

What Consumers Would Exchange

39% personal income for promotions

44% allow retailers to track comments on social media

58% allow retailers to keep purchase history on file

Mobile Shopping Experience

Consumers slow to adopt retailer apps

54% use their mobile phone in store

Only 27% use retail apps

Of that 27%, consumers want to track/monitor…

62% Sales/Promotions

46% Coupon

47% Price Change

45% Product Availability

Summary

- Control and Speed driving use of self-service shopping/buying
- Consumers acceptance of automated stores model *but still desire in-person shopping assistance*
- Consumer desire for personal service over privacy
- Mobile phones used as shopping tool for getting what you want at the best price

Thank you.