5 Secrets to Happier Customers

Growing your retail business is not just about getting new shoppers through your door. It's about keeping your existing customers engaged, happy, and returning to your stores.

Unhappy customers

Not only will unhappy customers avoid your stores, but they will also complain about their experience to other people and on social media.

A single bad customer experience shared on social media can tarnish your reputation and send hundreds or thousands of customers into the arms of your competitors.

Happy customers

Happy customers, on the other hand, will spend more and keep coming back to your stores. They'll become key promoters of your business by spreading the word in their networks.

77%
of customers would recommend a brand to others after having a positive experience.
Source: Dimension Data

Make your customers happy

Today is all about creating memorable experiences that surprise, delight, and engage them.

So how can you deliver an in-store experience that will exceed your customers' expectations?

Follow the steps in this checklist and start making strategic business decisions that will keep your customers happy.

HAPPY OR NOT®

Your step-by-step guide to happier retail customers

1. Collect real-time customer feedback at every stage of the customer journey

- Ditch complex annual surveys and lengthy customer interviews and make it effortless for customers to share their feelings and opinions
- Capture honest and accurate feedback at the exact moment of experience
- Measure satisfaction of key retail KPIs, such as staff availability, product selection, checkout times, staff friendliness
- Uncover hidden pain points that are decreasing your service performance
- Discover how customer satisfaction varies according to different regions, stores, departments, time of the day, and key retail seasons
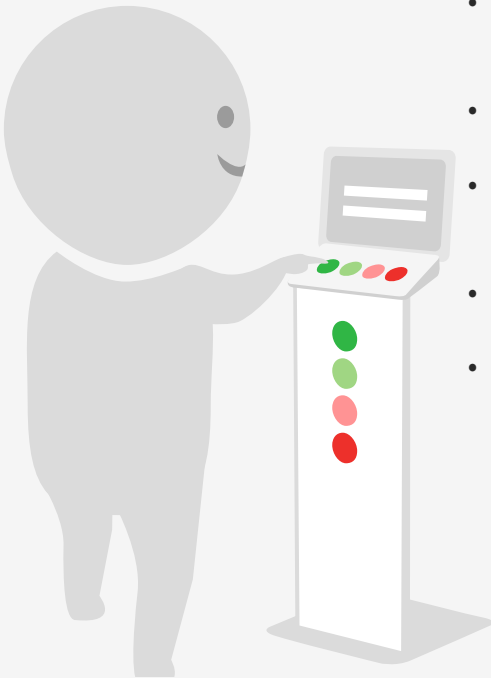
84%

of organizations working to improve CX see an increase in revenue.

Source: Dimension Data

2. Engage your entire organization

- Empower all members of your retail team to use aggregated customer experience data on a daily basis
- As part of the onboarding process, educate all new employees on how to use a real-time CX solution to reach their goals
- Build trust among all levels of your organization by making CX data transparent

HAPPYORNOT®
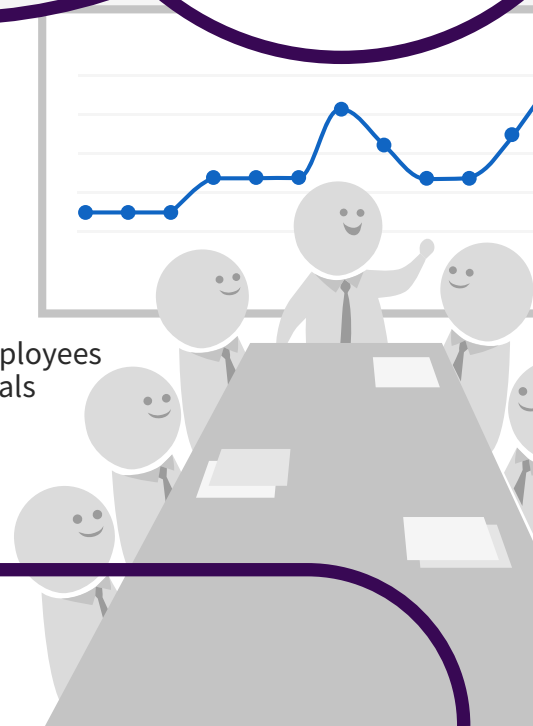
64%

of people find customer experience more important than price.

Source: Gartner

☑ 3. Turn customer feedback into actionable change

- Look for trends and patterns in customer satisfaction
- Make strategic decisions based on factual data
- Focus your efforts in the right places to improve in-store CX

☑ 4. Motivate your frontline team

- Share meaningful feedback data with your frontline employees
  - Reward your team for providing excellent customer service
  - Keep customers coming back to your stores

73%

of people say friendly customer service reps can make them fall in love with a brand.

Source: RightNow

☑ 5. Continuously improve your customer experience

- Collect meaningful customer feedback
- Track your service performance
- Use actionable CX data to improve your retail business

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