



2020 Retail Mobile Trends Report



DEFINING THE FUTURE OF MOBILE RETAIL

Today's consumers are connected and therefore empowered in ways they never were before. Previously having to shop on the terms of retailers, consumers are now armed with a vast trove of information that includes product reviews, availability, and price comparisons, which has balanced the information asymmetry that favored the retailer for decades. Thanks to the ubiquity of smartphones, consumers can gather all this information, on demand, with merely a few swipes of a finger.

Some retailers have found this dynamic jarring or disarming, but those that embrace the new sales narrative and funnel stand to reap huge rewards. Mobile-enabled sales volume will hit \$2.05 billion this year according to a report from Ovum Research.

“The traditional notion of a universal, linear shopping journey that all consumers dutifully follow is disintegrating, and by 2026, the concept will be completely outdated,” said Ovum.

In other words, get your mobile house in order today...if you haven't already.

SO, HOW DO RETAILERS AND CONSUMERS DEFINE MOBILE TODAY?

Mobile is no longer just products researched or sales made through a smartphone. Rather, mobile is multi-dimensional and becoming increasingly complex - comprised of everything from product sales on apps like Instagram, to customer service experiences via Siri, to text messages and sales tools in the hands of in-store associates.

Mobile is a holistic strategy and an evolving target for the retailer.

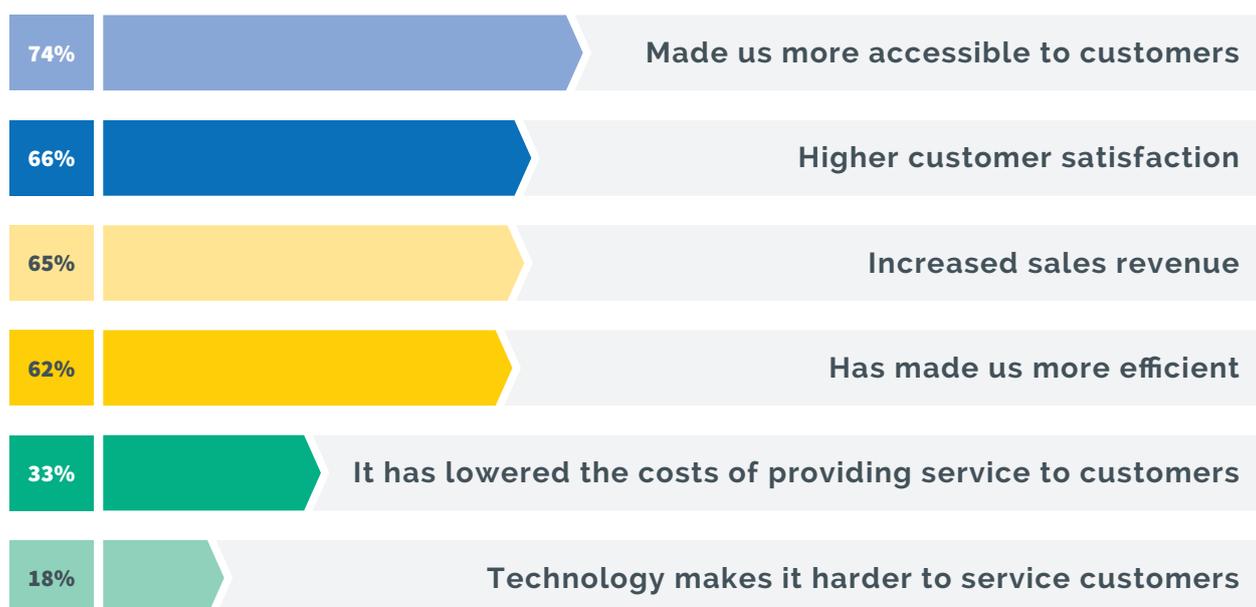
Here at Quiq, we have always believed that mobile is the future, and we built our business around this changing dynamic: Consumers want to have 2-way conversations directly with retailers over messaging using their smartphones, just like they do with family and friends. For our inaugural [Retail Mobile Trends Report](#), we partnered with research firm Sapio—which spoke with over 200 retailers on our behalf—to understand how mobile fits into their strategy. Here is what they said:

2020 IMPERATIVE: Retailers will be “mobile first.”

Retailers today believe that mobile provides them with several advantages such as: increased accessibility to customers and greater customer satisfaction (74% and 66%, respectively). Indeed, Amazon's growth and its effect on consumer expectations has driven more and more retailers to make significant improvements to their digital and mobile offerings. Consumers today want frictionless shopping and purchase experiences.

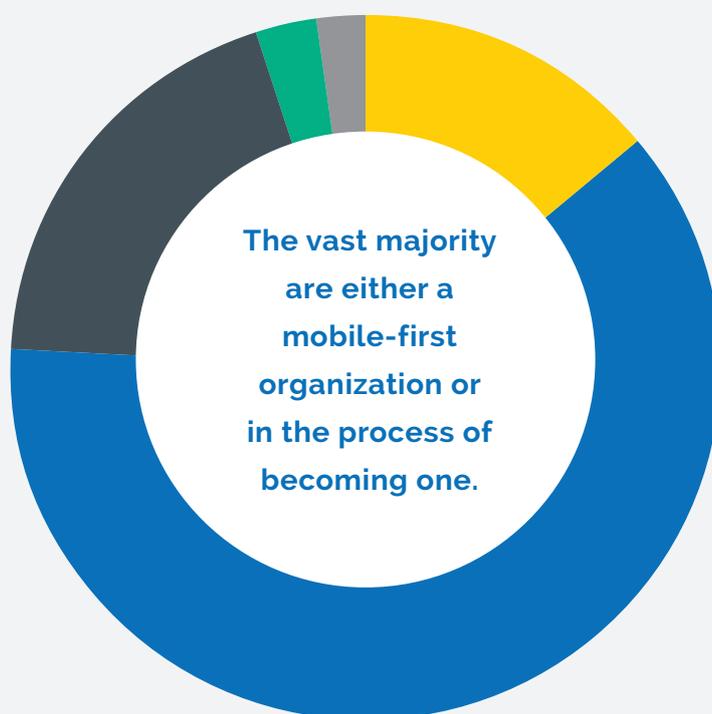
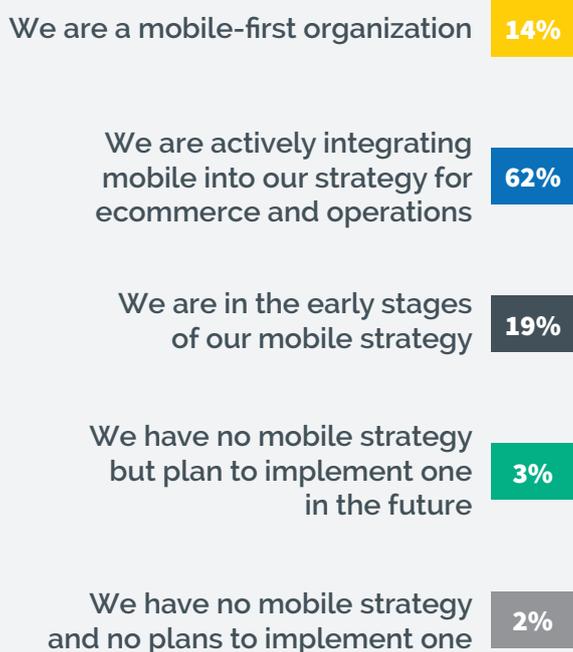
Retailers delivering on these expectations are seeing payoffs. **Sixty-five percent of the retailers we surveyed, that mobile technology has actually increased their sales revenue.** Respondents to our study also said that, on average, 42% of sales are made through mobile devices such as smartphones.

Mobile technology has had a number of benefits on businesses relationships with customers, with three quarters agreeing it has made them more accessible to customers and two thirds reporting that it provides higher customer satisfaction.



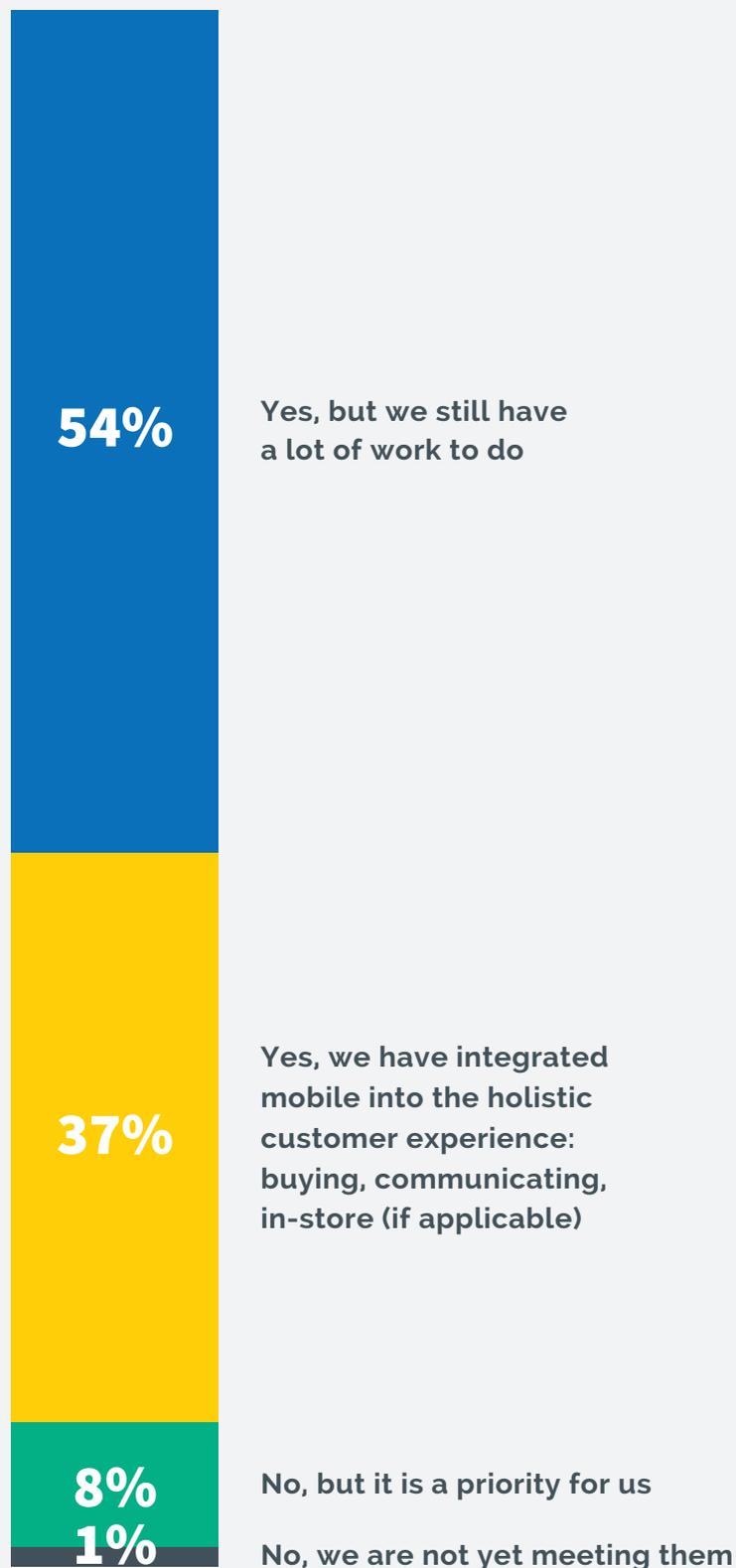
But, it's not just mobile shoppers who are benefitting from reduced friction due to mobile. Brick-and-mortar shoppers are too. Putting mobile devices in the hands of store associates is another way to invest in the customer experience. Mobile devices that provide sales associates with access to real-time, relevant data, such as inventory and expert knowledge to guide customers in-store, are also key in helping retailers fully realize both the revenue and efficiency potential of mobile.

Thus, it's not surprising that 76% of respondents indicated that they are either a mobile-first retailer (14%), or actively integrating mobile into their ecommerce strategy (62%) to become one. In addition to increased sales, these mobile-focused organizations said that mobile has made their businesses more efficient (62%) and lowered the costs of providing services to customers (33%).



While most retailers are actively embracing mobile, they acknowledge that there is still much work to be done. With 37% having integrated mobile into the holistic customer experience--buying, communicating, and in-store interactions--the majority of respondents **(54%) admitted that they're not fully prepared to meet consumer demands for mobile** and about 25% admitted they are still in the early stages or have no mobile strategy at all.

Almost 2 in 5 (37%) have integrated mobile into the holistic customer experience and a further 54% have integrated mobile but still have a lot of work to do.



SOCIAL MEDIA IS CRITICAL TO MOBILE STRATEGY.

Today's consumers are not just online and mobile. They are on social channels as well, and expect retailers to be active on these platforms too. With nearly **2.5 billion Facebook users, and one billion Instagram users**, most retailers we surveyed said they use both platforms as part of their mobile sales and marketing strategies.

Eighty-eight percent of respondents said that Facebook is important to their marketing and sales strategy, followed by Instagram (80%) and Twitter (69%).

More youth-oriented social media platforms like Snapchat and TikTok were less critical, but still registered on marketers' platform lists.

Certainly, social media companies see the boom industry that is ecommerce as a revenue opportunity for their networks and are doubling down on products and functionality to make it easier for retailers to sell directly within their ecosystems. For example, Instagram is testing posts that are 100% shoppable. When a consumer clicks on a shopping ad, he/she is taken to an Instagram product description page where purchases can be made from the merchant's mobile site. We have yet to see the full potential that social media can offer retailers.

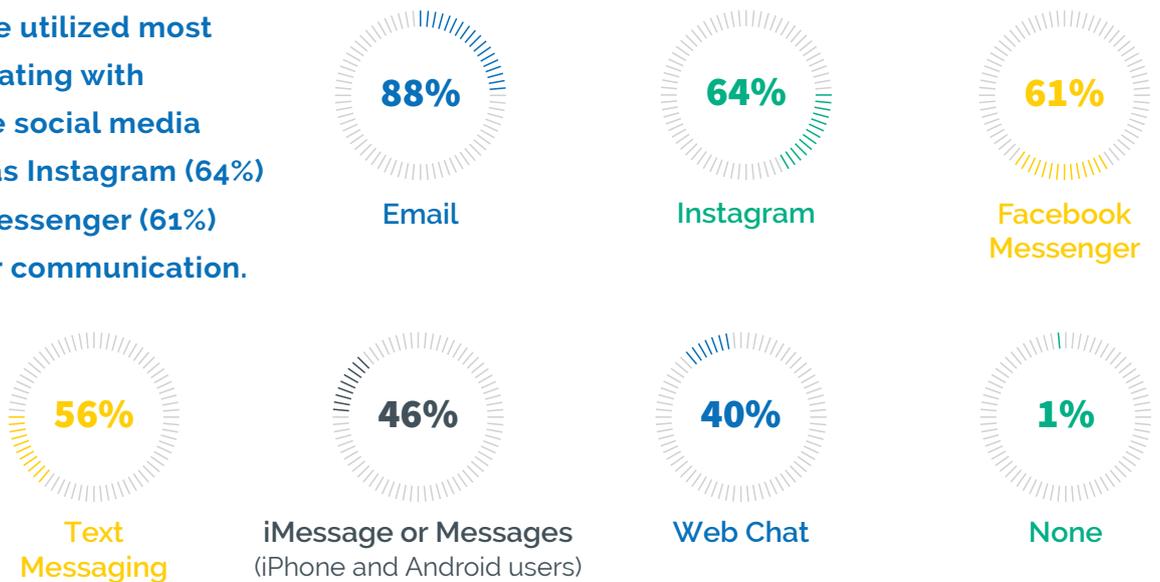


CUSTOMER SERVICE & SUPPORT

Coupled with mobile, social media presents a huge opportunity for retailers to converse with consumers, and our research found most retailers are already doing this. Of the retailers surveyed, 64% are communicating with customers on Instagram and 61% on Facebook Messenger.

Retailers also said that mobile is uniquely benefitting customer relationships with 74% agreeing it has made them more accessible to customers and 66% reporting that it provides higher customer satisfaction. Fifty-six percent of respondents said they communicate with consumers over text messaging and 46% over Android iMessage and Apple's Messages.

Email tends to be utilized most when communicating with customers, while social media platforms such as Instagram (64%) and Facebook Messenger (61%) are also used for communication.



One retailer that has successfully deployed text-based customer communication is Pier 1. Pier 1 has moved nearly 20% of its communications to messaging options such as text by implementing software from Quiq. Doing so has allowed the retailer to significantly lower the costs related to each interaction, while increasing customer satisfaction. And text is now one of Pier 1's fastest-growing communication channels accompanied by a natural decline in phone and email interactions.

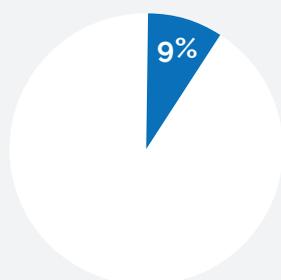
MORE AND MORE RETAILERS HAVE EMBRACED SMART SPEAKERS AND DIGITAL ASSISTANTS TO COMMUNICATE WITH CUSTOMERS.

Smart speakers are no longer an emerging technology in the adoption curve for retailers or consumers. eMarketer estimates that 21 million people will make at least one purchase via a smart speaker this year and retailers are preparing to support customers on this platform. Our research found that 33% of retailers (75% of mobile-first respondents) currently support customer service on these devices with half of them planning to deploy such technology this year.

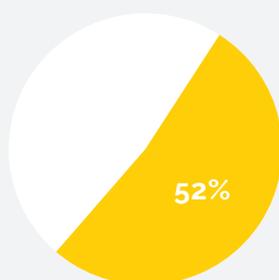
WHO'S THERE?

Finally, consumers aren't just talking to human employees on these channels. Bots are meaningful to retailers because they help free up agents' time by gathering information from customers. Getting a fast response to customer service questions is an important factor for consumers choosing which companies to buy from. Our study found that most retailers (52%) use a combination of bots and humans to interact with consumers. Just 9% of respondents said they only use bots and 39% rely solely on humans.

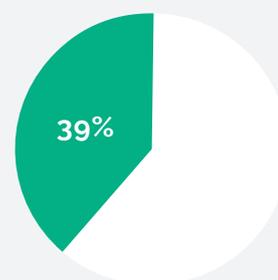
Half (52%) use humans and bots together while 2 in 5 (39%) aren't using bots and rely solely on humans. Just 1 in 10 (9%) are only using bots and no human interaction.



Yes, we only use bots and no human/employee interactions



Yes, we use humans and bots together



No, we just use humans

ABOUT QUIQ

Quiq helps brands present their customers with consistently jaw-dropping customer experiences across SMS/text messaging, rich messaging, web chat, and social channels. With Quiq's Conversational Engagement Platform, companies can easily orchestrate commerce and service conversations involving both bots and humans. We believe businesses should engage with their customers in the same ways people communicate with their friends and family.

When customers can reach you how they want to reach you and when they want to reach you, they are happier. Customer satisfaction is higher for messaging channels than phone and email. And your company wins too because by converting phone calls to text, you'll be able to better serve more customers with fewer resources.

To be Quiq means to be on the leading edge of customer engagement.

GET IN TOUCH

22 S Grand Ave
Bozeman, MT 59715

www.quiq.com

marketing@goquiq.com

Text: **646-887-8398**



[@goquiq](https://twitter.com/goquiq)

