



# Retail Goes Personal

How to create the ideal customer experience  
with retail personalization

# Modern shoppers want a personalized, engaging experience.

Technology innovations are reshaping the retail landscape. With endless digital options and tailored algorithms, consumers have heightened expectations for their shopping experience.

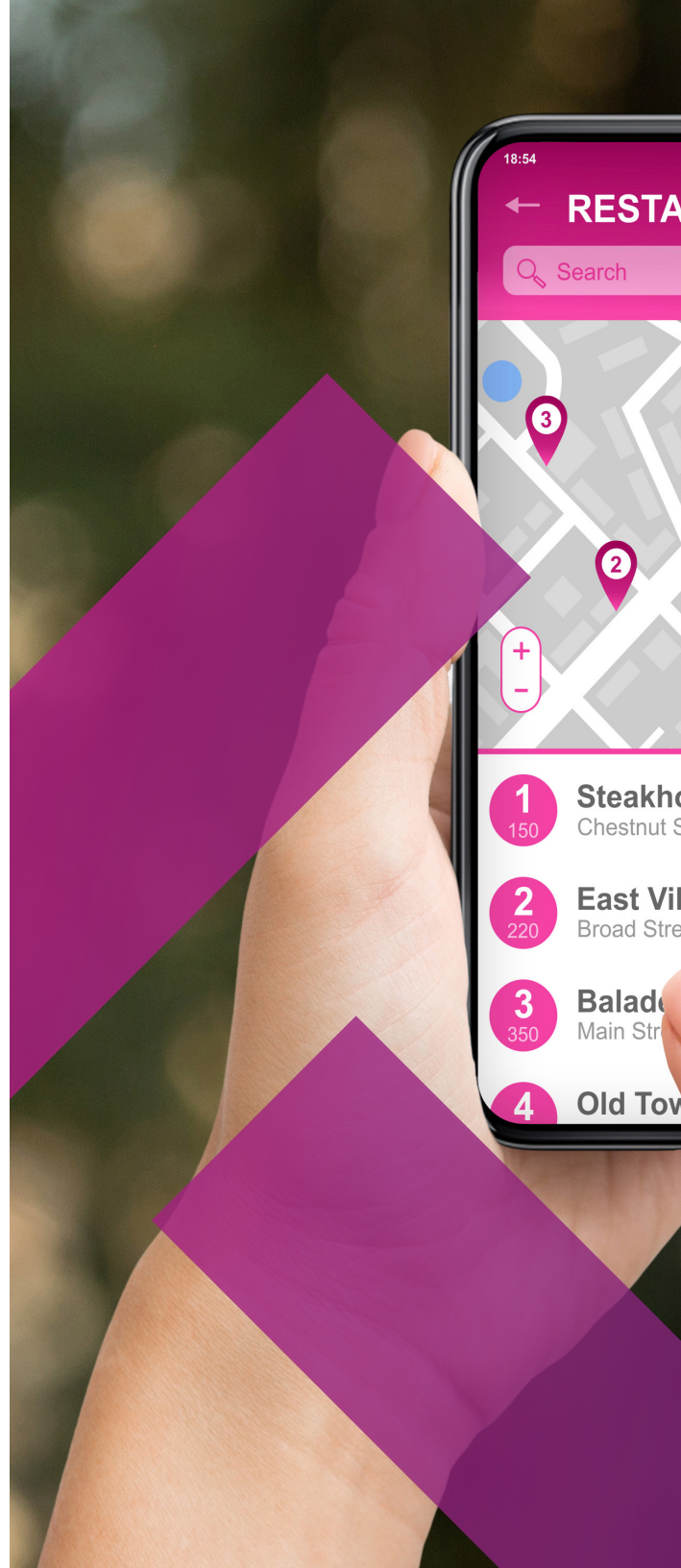
We've come to expect instant customer service and personalized recommendations based on our unique interests, and studies confirm the importance of customer experience.

According to Forbes<sup>1</sup>:

- **84%** of companies that work to improve their customer experience report an increase in their revenue.
- **96%** of customers say customer service is important in their choice of loyalty to a brand.

Luckily, technology is advancing right alongside our expectations. . With tools tailored to your business, you'll create lasting relationships with your customer base — and unlock added value for your business operations. When employees have the right technology, they're better able to engage with and aid customers, enhancing brand loyalty and reputation.

Keep reading to learn how technology can enhance central aspects of the customer experience.





## Know your consumers.

In the age of algorithms, retail shoppers have higher expectations than ever before. When so much of life is hyper-personalized based on interests, location and search history, why should retail be any different?

With intelligent technology, you'll offer interest-based product recommendations, location-based experiences and multi-channel interaction.

- **Omnichannel engagement** is a marketing strategy that blends and manages channels from a unified platform. Think customer interaction through multiple touchpoints, such as text, social media, email and live chat.
- **Audience segmentation** refers to dividing your customer base into multiple groups based on their interests, location, product requirements, purchase histories and more. This method creates identifiable groups for personalized connections.
- **Geolocation technologies** can enhance a customer's experience with tailored notifications. For example, geofencing will directly communicate with customers who enter a certain geographic area, sharing useful product information and storing data for future personalization.



# Shopping goes virtual

Artificial Intelligence (AI) and Virtual Reality (VR) offer a wealth of customer-centric retail options.

## VR-powered personalization

Another benefit of VR? Streamlined customization. Consumers can easily modify a product to their specific needs through VR — changing the shape, color and features of the product in its 3D image. These tactics can even be implemented within brick-and-mortar stores through VR kiosks, bridging the gap between digital and physical shopping.

Some companies are also implementing facial recognition technology in their physical locations:

**Interactive kiosks** scan a customer's face to log into their loyalty program, then use AI technology to provide personalized recommendations based on their in-person and online purchase history.

This technology can also be used for facial recognition-based payment, in which a shopper's face is recognized from a user database with previously added payment options.

## Future forecasting

With Artificial Intelligence (AI) and machine learning, retailers can better forecast customer demands, simplify inventory management, enhance relationships with suppliers, improve logistics and refine marketing — all leading to a heightened customer experience.

# Simplify online shopping.

Modern shoppers expect compelling, dynamic experiences across physical and digital shopping. One key to success: having the right eCommerce software.

**eCommerce** is the sale and purchase of supplies, commodities, technology or services over the internet. With the right tools, you'll remove common barriers between your vendors and lines of business.

**Online shopping is supported** through a procurement platform of product catalogs, user accounts and transaction capabilities hosted on a website or application. Platform features may include:

- Personalized user accounts
- Order tracking
- Saved carts
- Product comparison
- Invoicing

## The right platform benefits you and your customer.

eCommerce tools can have transformative benefits for your company, including **cost savings, greater visibility, shorter purchasing cycles, more efficient processes and better inventory control.**

All these factors greatly impact your customers' online shopping experiences and their confidence in your ability to do business.





## The mobile moment

To augment your eCommerce capabilities even further, it's important to optimize a pivotal driver of online shopping: the mobile device.

Mobile commerce, or m-commerce, is the act of shopping through handheld devices, and it's experiencing a major boom. In fact, by 2025, retail m-commerce sales are expected to reach **\$728.28 billion** and account for **44.2% of retail eCommerce sales in the U.S.**<sup>2</sup>

There's a wealth of opportunity for personalization with m-commerce. Mobile apps are an essential component of modern retail and can be used to directly engage consumers. Push notifications can notify shoppers of upcoming deals or product launches, and the right platform can create an intuitive, simple mobile shopping experience.

These apps also gather customer data which can be used for further customization. These behavior analytics and shopping preferences can help you better understand your consumers and communicate with them more effectively.



## Technology tailored to your business

Creating a multi-faceted shopping experience for your consumers can feel daunting — how do you find the right tools? Which technologies are right for your business? How do you stay compliant and secure?

There's a lot to consider when advancing your retail technology. But you don't have to navigate this new landscape alone. Our Insight experts will work with your team and provide the right technology for your business, offering support and guidance at each step of the journey.

Through our trusted partner connections, you'll discover customized tools to increase productivity and enhance relationships. With tailored technology, you'll increase value and build lasting connections with your customers.

### **It's time to rethink retail.**

Create a dynamic shopping experience with technology built for retail, available from Insight.

# About Insight

Insight Enterprises, Inc. is a Fortune 500 solutions integrator helping organizations accelerate their digital journey to modernize their business and maximize the value of technology. Insight's technical expertise spans cloud and edge-based transformation solutions, with global scale and optimization built on 34 years of deep partnerships with the world's leading and emerging technology providers.



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<sup>1</sup> Morgan, B. (September 2019). 50 Stats That Prove The Value Of Customer Experience. Forbes.

<sup>2</sup> Meola, A. (2022, Feb. 7). Rise of Mcommerce: Mobile Ecommerce Shopping Stats & Trends in 2022. Business Insider.