

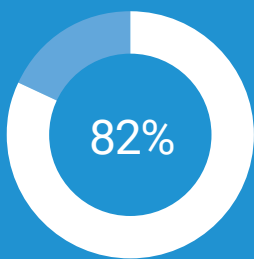
Creating seamless retail experiences



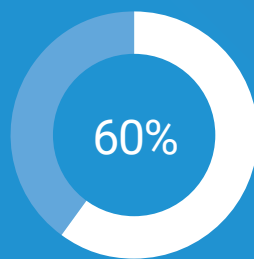
Businesses that succeed in the future will be the ones that figure out how to meet consumer expectations for seamless omnichannel experiences.

To help businesses understand the best examples of these types of experiences, Google partnered with Practicology to review 145 retailers across seven European countries. Here we summarise the findings for Scandinavia, where we reviewed 25 retailers from across Sweden, Denmark and Norway.

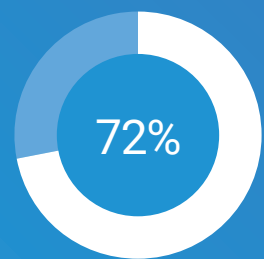
1 SEAMLESS CUSTOMER EXPERIENCES ARE CRITICAL



82% of smartphone users consult their phone on purchases they are about to make in-store¹



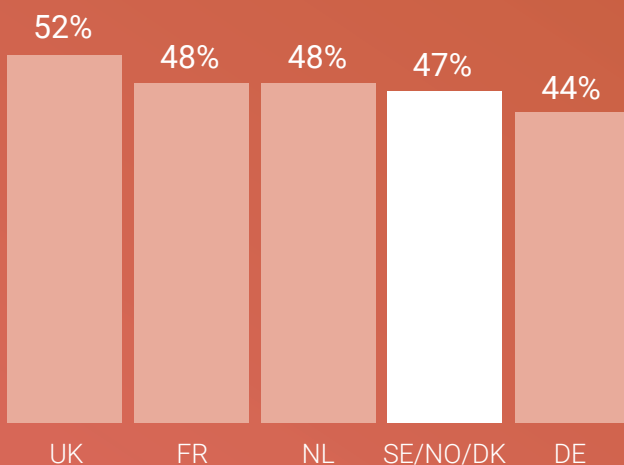
6 in 10 internet users check whether a product is available in a local store before visiting a retail location²



72% of businesses name improving customer experience their top priority³

2 EUROPEAN RESULTS

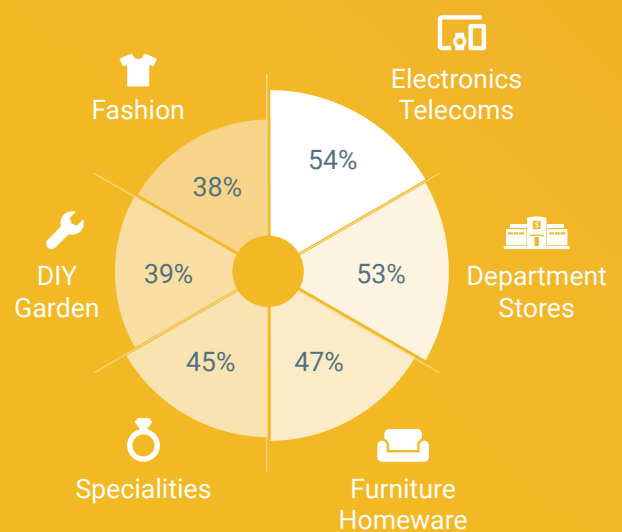
Average omnichannel CX score - by country
(% of CX principles and criteria passed)



The UK is top of the list, with retailers scoring particularly well in terms of offering flexible fulfillment options and providing relevant store details on their website.

3 RETAIL PERFORMANCE BY VERTICAL

Average omnichannel CX score in Scandinavia - by retail category
(% of CX principles and criteria passed)

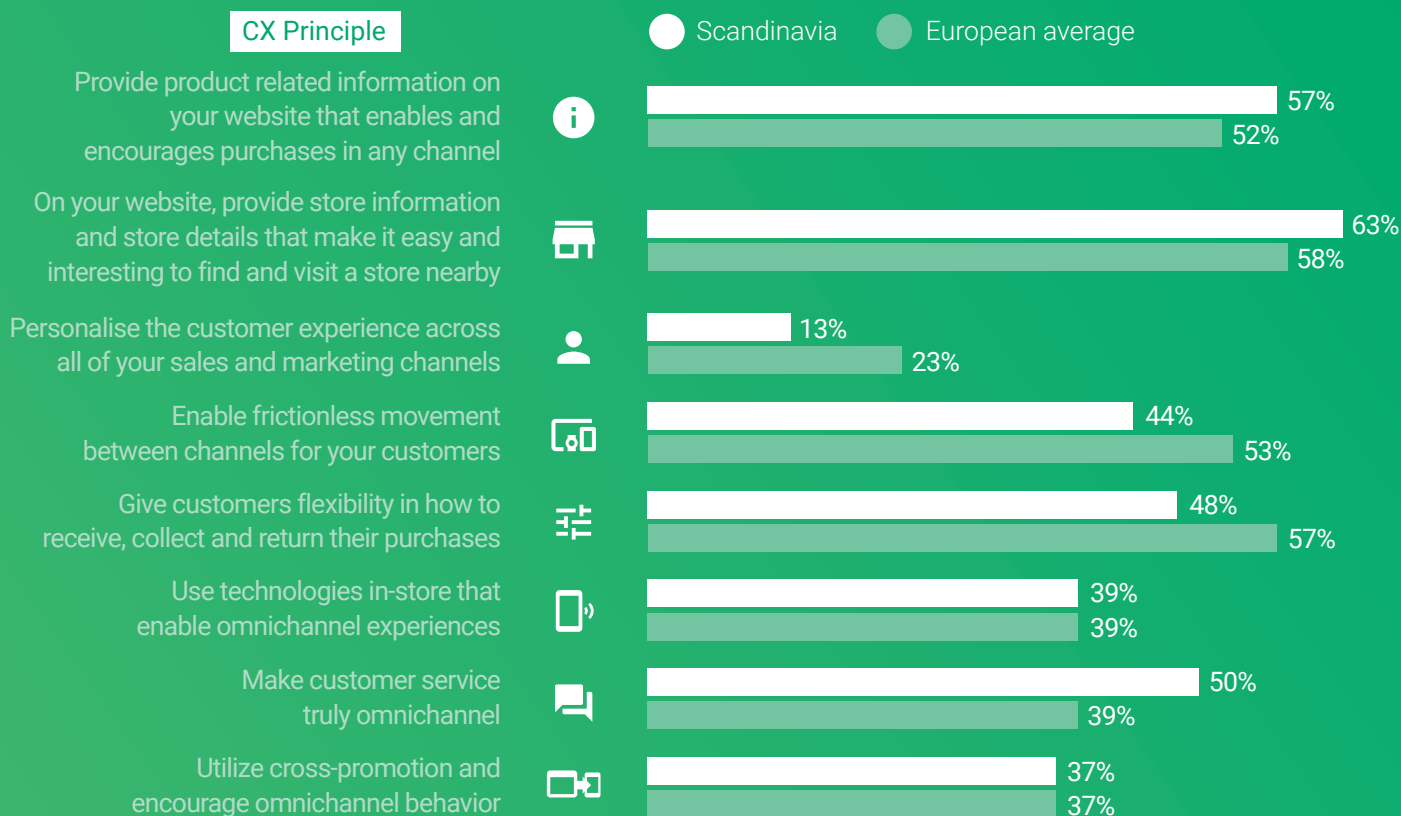


The biggest areas for improvement for DIY / Garden and Fashion retailers are in personalising the customer experience and utilising promotions across channels.

4 PERFORMANCE BY CX PRINCIPLE

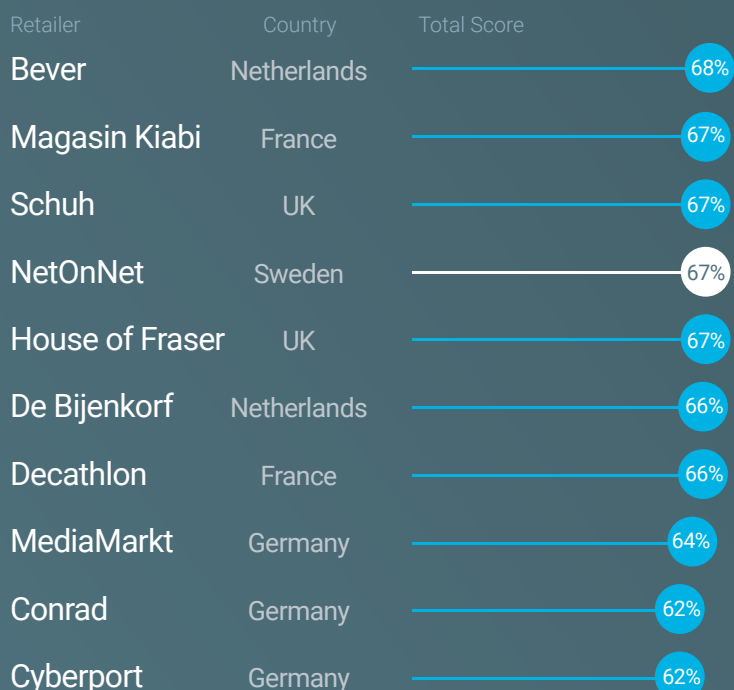
Scandinavian retailers offered the best customer service in Europe, but can improve experiences by making moving between channels frictionless, offering personalised experiences and providing more flexible fulfilment options.

Omnichannel CX score - by principle (% of CX criteria passed)

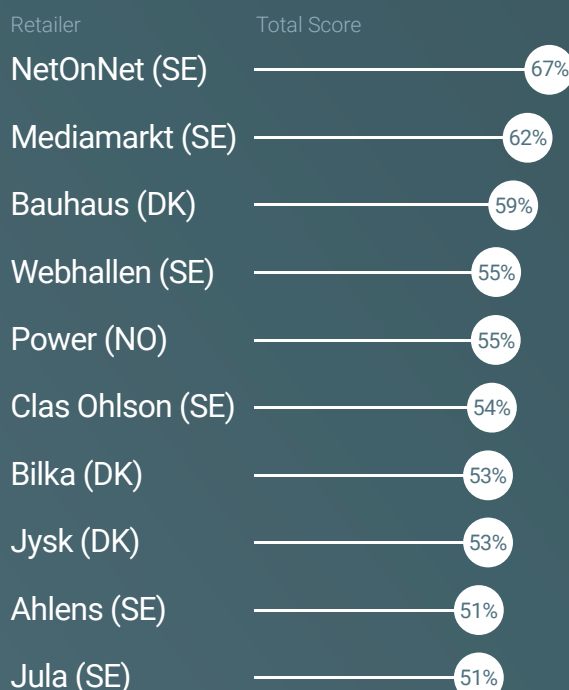


5 OMNICHANNEL CUSTOMER EXPERIENCE: EUROPEAN AND SCANDINAVIAN TOP 10

Omnichannel Customer Experience: **European Top 10**
(% of CX principles and criteria passed)



Omnichannel Customer Experience: **Scandinavian Top 10**
(% of CX principles and criteria passed)



Bever (NL) offered the best omnichannel customer experience out of all the retailers we reviewed.

NetOnNet from Sweden tops the ranking in Scandinavia, followed by MediaMarkt (SE) and Bauhaus (DK)

6 BEST PRACTICES

Product Information

Highest scores in Europe

Leroy Merlin (FR)	100%
NetOnNet (SE)	100%
Power (NO)	100%

Highest Scores in Scandinavia

NetOnNet (SE)	100%
Power (NO)	100%
Elgiganten (SE)	83%
Elkjop (NO)	83%

Case study: **LEROY MERLIN (FR)**



Leroy Merlin provides customers with all the product related information they need.

- Product availability online and in-store precisely indicated on product pages.
- Lists of products can be filtered based on availability in a specific store.
- All possible fulfilment options clearly listed on product pages.

Personalisation

Highest scores in Europe

Adidas (DE)	83%
Adidas (UK)	67%
G-Sport (NO)	67%

Highest Scores in Scandinavia

G-Sport (NO)	67%
No other retailer scored above 50% in Scandinavia	

Case study: **ADIDAS (DE)**



Adidas personalises the customer experience across channels.

- Customers can set personal style and sports preferences within their account and select their local store.
- Website content and product recommendations update based on browsing and on-site shopping behavior.
- Adidas sends customers a 'happy birthday' email with a special and personal birthday offer.

Flexible Fulfillment

Highest scores in Europe

PC World (UK)	94%
Schuh (UK)	88%
BCC (SE)	88%

Highest Scores in Scandinavia

NetOnNet (SE)	81%
Power (NO)	75%
Bauhaus (DK)	69%

Case study: **PC WORLD (UK)**



PC World (UK) received the highest score in Europe for offering Flexible Fulfillment options.

- Customers can choose between click-and-collect and reserve-and-collect. Products bought online can also be returned in-store.
- Next day delivery is available for customers to choose. Standard delivery is free for all orders.
- Staff can place orders online for customers for home delivery and check stock at other stores.

Store Details

Highest scores in Europe

Sephora (FR)	83%
Specsavers (UK)	83%
Mio (SE)	83%

Highest Scores in Scandinavia

Mio (SE)	83%
Bilka (DK)	83%
Clas Ohlson (SE)	83%

Case study: **SEPHORA (FR)**



Sephora makes finding store information quick and easy.

- Mobile optimized store locator that utilizes a user's geo-location.
- Relevant information like opening hours and contact details clearly listed.
- Allows users to filter results based on services offered in-store and book appointments.

Frictionless movement between channels

Highest scores in Europe

Leroy Merlin (FR)	100%
NetOnNet (SE)	100%
Power (NO)	100%

Highest Scores in Scandinavia

NetOnNet (SE)	100%
Jula (SE)	100%
Ahlens (SE)	100%

Case study: **NETONNET (SE)**



NetOnNet enables frictionless movement between channels.

- Wish-lists and shopping baskets are synced to a customer's account and immediately available across devices.
- Gift cards can be bought and redeemed both online and offline and card balance can easily be checked and increased.
- NetOnNet's loyalty program allows members to claim offers in-store and online.

In-store Technologies

Highest scores in Europe

Nike (UK)	100%
Bever (NL)	100%
Magasin Kiabi (FR)	100%
Ikea (FR)	100%

Highest Scores in Scandinavia

Clas Ohlson (SE)	88%
Webhallen (SE)	75%
Elkjop (NO)	75%

Case study: **DECATHLON (FR)**



Decathlon makes use of in-store technologies to offer an omnichannel customer experience.

- NFC technology used at kiosks and fitting rooms: customers can view product details and reviews, variations, related products and order products online.
- Free wifi offered in-store and used to promote offers. App can be used to discover additional product details (via NFC / Barcodes).
- Products ordered via click-and-collect can be collected quickly from click-and-collect lockers.

Omnichannel Customer Service

Highest scores in Europe

Bever (NL)	100%
Schuh (UK)	100%
Jula (SE)	100%
Bauhaus (DK)	100%

Highest Scores in Scandinavia

Jula (SE)	100%
Bauhaus (DK)	100%
Clas Ohlson (SE)	83%

Case study: **BEVER (NL)**



Bever is the top ranking retailer in our study of 145 retailers.

- Bever offers multiple ways to get in touch, catering to different customer preferences.
- Live chat is available on all pages of the mobile website to quickly answer customer questions.
- Bever provides quick and accurate answers to questions about their stores via email, live chat and phone.

Cross-Promotion

Highest scores in Europe

Globetrotter (DE)	88%
Boulangier (FR)	88%
Smyths Toys (UK)	75%

Highest Scores in Scandinavia

Bilka (DK)	75%
Bauhaus (DK)	75%
Jysk (DK)	75%

Case study: **GLOBETROTTER (DE)**



Globetrotter actively uses cross-channel promotion on their website and in-store.

- Homepage promotes nearby store and store detail pages are rich in information about in-store services, events and workshops.
- In-Store events are regularly promoted in the email newsletter.
- Signs for Click & Collect are used effectively throughout stores to guide customers to the right location. The Globetrotter App is prominently promoted in-store.

7 NEXT STEPS

Are you spending enough time thinking about the experience your customers have with your brand?
To optimise the omnichannel experience for your customers:



CONDUCT AN OMNICHANNEL CUSTOMER EXPERIENCE REVIEW

- Assess your current customer experience, by using Google & Practicology's set of 8 omnichannel customer experience principles or engage a CX consultancy.
- Identify customer pain points and prioritise areas for improvement.



START IMPROVING CUSTOMER EXPERIENCES

- Most urgent changes often concern the digital channel, where the customer can get a much more customised experience.
- Review Google's omnichannel solutions available to you today that help create demand and drive omnichannel revenue.

METHODOLOGY

Google commissioned in-depth reviews of the omnichannel customer experience offered by 145 retailers in seven European countries to help businesses understand the best examples of seamless experiences across channels. We then benchmarked and ranked the retailers.

To generate an independent list of retailers to be reviewed, Google used SimilarWeb's publicly available data to identify the top retailers within the Shopping category in each country (UK, Germany, France,

The Netherlands, Denmark, Norway and Sweden) based on website traffic volume. That list was then filtered to only include retailers that have physical stores.

Google commissioned Practicology, recognised experts in omnichannel customer experience and omnichannel strategy, to independently review and benchmark retailers.

¹ <https://www.thinkwithgoogle.com/marketing-resources/micro-moments/consumer-i-want-to-buy-micro-moments/>

² <https://www.thinkwithgoogle.com/data-gallery/detail/comparison-shopping-on-mobile-which-ones-best-moments/>

³ <https://www.forrester.com/72+Of+Businesses+Name+Improving+Customer+Experience+Their+Top+Priority/-/E-PRE9109>