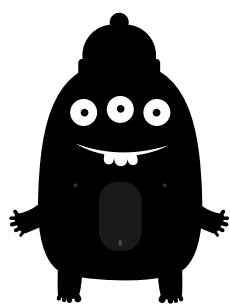


BEWARE THE PERSONALISATION GAP!

Research reveals shoppers crave personalisation, but retailers are struggling to deliver



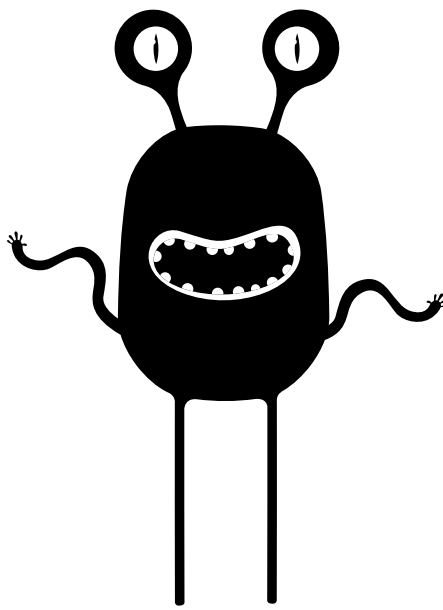
7%

of retailers do an excellent job of personalising experiences



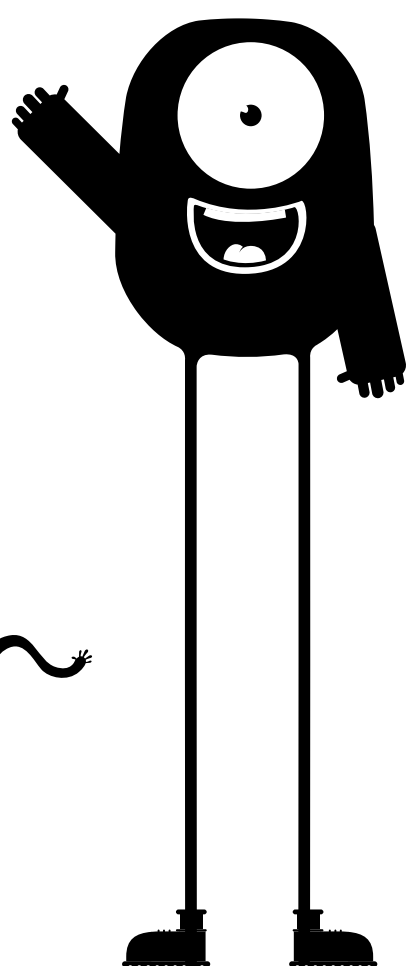
29%

of shoppers say fashion retailers don't know them at all



22%

said retailers sometimes make relevant product recommendations



41%

said retailers don't know them very well.

DESPITE THE GLOOM THERE ARE SOME SHINING EXAMPLES OF PERSONALISATION EXCELLENCE WITHIN THE FASHION RETAIL INDUSTRY:



Listens to its customers, measures and monitors their behaviour and uses data to create bespoke shopping experiences and personalised communication.



Experiencing challenges with delivery and shipments in 2020, the brand was able use personalised messaging to reassure customers and limit order cancellations.

NET-A-PORTER



The luxury fashion e-tailer rewards high-spending shoppers with an array of perks and benefits via its Extremely Important People loyalty programme.



Customers spending £55,000 annually are given a personal shopper, worldwide delivery, priority access to new ranges and invites to exclusive events.



EIPs can also have up to 30 items delivered to their home to try on.

THE BOTTOM LINE

Retailers looking to simplify their customer proposition should scrutinise and map the full length of their customer journey, identify points of friction and fine tune them. Simplification isn't a one-and-done operation it should be treated as an on-going process that requires constant review.

GET MORE ACTIONABLE INSIGHTS



THE 3 PILLARS OF CUSTOMER LOYALTY

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