



The CX Revolution in CPG and Retail



The Rise of eCommerce



eCommerce Sales

The digital share of total retail sales was 19% in 2020 and 2021, compared to 15.5% in 2019, which means consumers' online shopping habits are consistent and here to stay

US eCommerce sales in billions of USD

What Consumers Want



2 in 3 customers expect conversational CX, and personalized services based on the conversations they've had. (Zendesk)

1 in 3 consumers (32%) will walk away from a brand they love after one bad experience. (PwC)

Omnichannel shopping is dominant, with approximately 60 to 70 percent of consumers researching and purchasing in-store and online. (McKinsey)

Source: McKinsey

5 Ultimate Customer Experience (CX) Enablers



1. Seamless Omnichannel Shopping Experience

Hybrid shoppers are on the rise; Buy Online, Pick up In Store (BOPIS) {36%} and curbside pickup {24%} are the top shopping services consumers want.

Checklist

- Understand key drivers of each channel and how the shopper prioritizes one channel over the other
- Reach the modern consumer in their journey by providing convenient services at various touchpoints including BOPIS, curbside pickup, endless aisle marketplace, quick delivery options

2. A Resilient Supply Chain Strategy

3 in 4 shoppers in the US mentioned availability as the main reason for switching brands during the pandemic.

Checklist

- Short term - Strengthen fragile supply chain and address immediate concerns
- Long term - Build a resilient, sustainable supply chain - key to enabling omnichannel offering
- Expand and strengthen vendor base

3. Direct to Consumers

- D2C - a low barrier to entry eCommerce strategy that enables a direct connection with customers exploded during the pandemic
- D2C sales in the US are expected to reach \$151 billion in 2022, an increase of 16.9% from 2021
- 7 in 10 consumers purchased from D2C brands in 2021
- Peleton and Hello Fresh are examples of successful D2C ventures

4. Personalized Services

81% of consumers are more likely to buy from brands that use relevant, personalized communication.

Checklist

- Establish a unique value proposition that sets you apart from your competitors and helps consumers make better choices
- Create digital immersive and inclusive experiences online and in-stores - Interactive digital experiences can help consumer discover and engage with products and services
- Use social platforms to interact digitally with consumers
- Accelerate speed to market

5. AI and Analytics Investment

The availability of consumer data, like D2C data supported by digital and third-party data, can help derive better insights for:

- Making suitable investments to expand connected eCommerce initiatives
- Redirecting marketing resources and bringing innovation and speed to market
- Forecasting consumer trends and supply chain disruptions

Checklist

- Deploy lean innovation models, and get actionable insights using predictive analytics or work with an analytics partner like LatentView Analytics to understand changing and emerging consumer trends, implement dynamic pricing, and achieve 4x more revenue growth