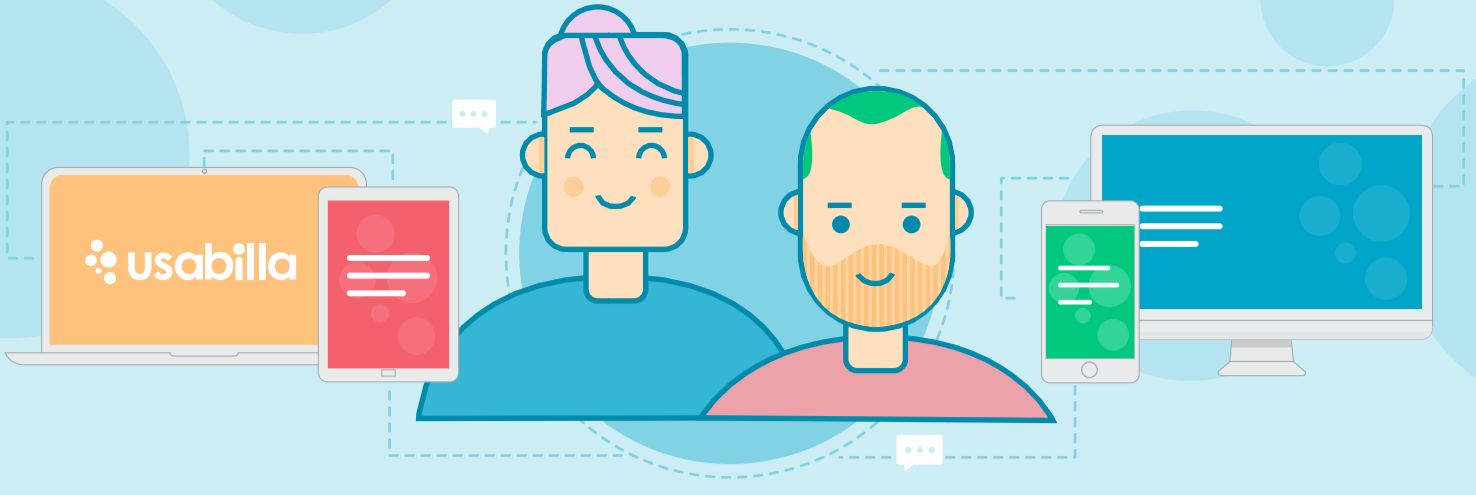


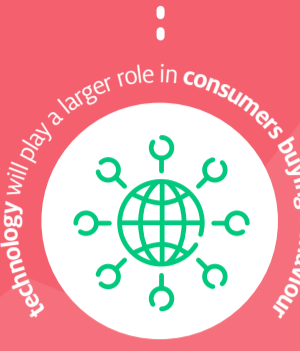
# Your Customer Calls the Shots in 2018

Why your future depends on customer-centricity



The **online buying behaviour** will continue to change in 2018

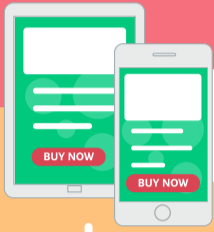
average **4.1** connected devices per person in 2017



**1.66 billion** digital buyers worldwide in 2017

Together they spent **\$2.29 trillion**

Research has shown that this will grow to **\$4.48 trillion in 2021**



Almost **10.1%** of the global retail sales were **spent by online shopping**.

So what does this mean **for you as a retailer?**

**Q** Will these changes have a positive impact on my sales?

**A** You might think that. However, given the ever increasing competition online, and the continuing shift from offline to online, differentiating your brand is the key to success.

**Q** So how can I differentiate my brand?

**A** By creating an outstanding customer experience. Customer experience has overtaken price and product as the main differentiators

**Q** Where should I start?

**A** Well... the first step is by asking your customers! They know what they want. So you can manage their expectations.

Collect **user feedback** on your **website, apps** and **emails**.

How do you like the information?



Does this help you to get further?

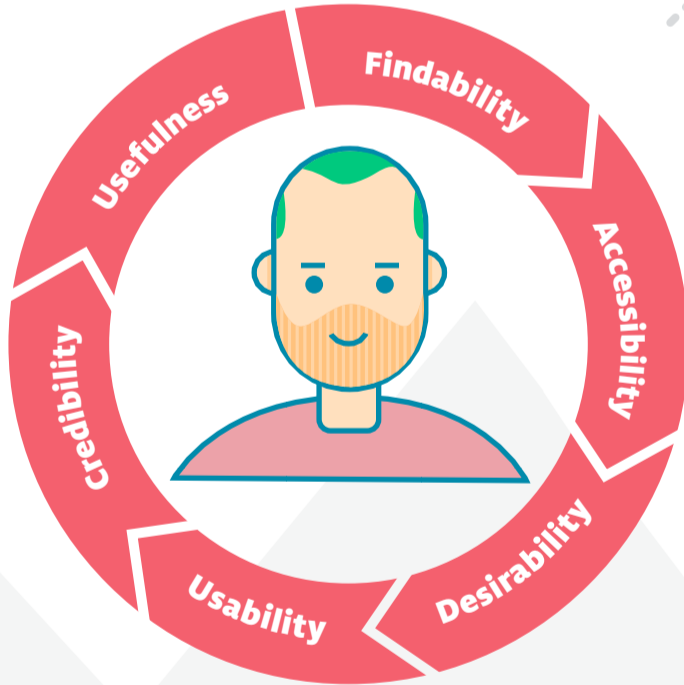


How would you rate us?



[Request a demo](#)

create a good **customer experience**



with a **customer centric mindset**

[Download our eBook](#)

to find out which brands are getting it right

*“Customer Experience will overtake price and product as the key brand differentiator by the year 2020. In the U.S., the current estimated cost of customers switching due to poor service is \$1.6 Trillion.”*

*Walker*

**3 things** you can do now to stay ahead of your competitors

**1**

Put your **customers at the heart** of your **digital strategy**

*“It takes 12 positive customer experiences to make up for one negative experience.”*  
*Parature*

**2**

Provide a **personalized service** or **experience**

*“75% of consumers are more likely to buy from a retailer that recognizes them by name, recommends options based on past purchases, OR knows their purchase history.”*  
*Accenture*

**3**

Adopt an **omnichannel strategy**

*“Businesses that adopt omnichannel strategies achieve 91% greater year-over-year customer retention rates compared to business that don’t.”*  
*Aspect*

[Read our blog](#)

More information about how Usabilla can help you become more customer-centric?

[Request a demo here](#)