

Adapt to Omnichannel Trends to Deliver on Customer Experience

Customer expectations are changing as the shopping experience digitalizes, which impacts how retailers think about their customer experience strategy. Without an omnichannel strategy, they risk losing business.

As the shopping experience digitalizes and customer expectations evolve, retail companies must empower their employees to meet these changes and ensure customer service continues to improve.

A Look at the Retail Customer Experience

The infographic is divided into several sections. The top left features a dark blue background with the text 'Online retail sales are expected to reach \$1.6 trillion accounting for 30% of the market by 2027, according to Forrester.' Below this is an illustration of a smartphone displaying a shopping bag icon, surrounded by various shopping bags and dollar signs. The top right has a light orange background with the text 'More Americans would prefer to shop for apparel items in-store (65%) versus online (35%), according to a Harris Poll survey commissioned by Dollar Tree and DailyPay.' This is accompanied by a horizontal bar chart showing 65% for 'In-Store' and 35% for 'Online'. The middle left section has an orange background with a donut chart showing 66% and the text 'of Americans plan to spend the same or more on retail purchases in 2023 compared to 2022, according to a Harris Poll survey commissioned by Dollar Tree and DailyPay.' The middle right section features an illustration of a woman in a black and white striped dress holding two shopping bags, standing in front of a clothing store window display. The bottom section has a light grey background with the title 'Deliver an Outstanding Customer Service' and an illustration of two employees interacting. The bottom of the infographic is a light pink background with a call to action.

Online retail sales are expected to reach **\$1.6 trillion** accounting for 30% of the market by 2027, according to Forrester.¹

More Americans would prefer to shop for apparel items in-store (65%) versus online (35%), according to a Harris Poll survey commissioned by Dollar Tree and DailyPay.²

In-Store 65% **Online** 35%

66% of Americans plan to spend the same or more on retail purchases in 2023 compared to 2022, according to a Harris Poll survey commissioned by Dollar Tree and DailyPay.³

Deliver an Outstanding Customer Service

As customer demands shift, retail employers must ensure their staff is prepared and motivated to meet these demands.

Training, engaging, and supporting employees will help them adapt to omnichannel roles and responsibilities, allowing them to provide a great customer experience. In fact, engaged employees deliver a better customer experience, according to Qualtrics.⁴

Learn how DailyPay can help.

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¹ <https://www.forrester.com/blogs/by/2027-us-online-retail-spending-will-reach-1-6-trillion/>

² Harris Poll survey commissioned by Dollar Tree and DailyPay

³ Harris Poll survey commissioned by Dollar Tree and DailyPay

⁴ <https://www.qualtrics.com/experience-management/customer/retail-cx/>