

CHATMETER

Top 7 retail CX trends you need to know



The top 7 retail CX trends you need to know

As the omnichannel buying experience dissolves the boundaries between the offline and online customer journey, more retail brands have adopted an agile CX strategy, investing in innovative technology designed to deliver outstanding consumer satisfaction.

Dive in to the latest trends to gain a competitive advantage.



TREND #1

Online reviews matter more than ever

87% of consumers say online reviews and ratings are more critical today than before COVID-19.

During the pandemic, customers increasingly trusted online reviews to inform themselves before making a purchase, and this trend isn't going anywhere. When buying a product, going out to eat, finding a service, or conducting a "near me" search, people place a very high value on peer feedback.

What to do

Consumers see your store and local reviews everyday on search. With a proactive review and reputation management strategy, you can ensure that your online presence is positive, captures attention, and stays aligned with your in-store experience, engaging prospective and repeat customers.

Chatmeter can help

Chatmeter's easy-to-use [Reputation Management](#) tool helps multi-location retail enterprises inspire prospects and customers by enabling more 5-star reviews, [consistent review responses](#), and active social media participation. Our Suggested Response functionality uses Natural Language Processing (NLP) to always deliver the perfect response.



Explore more

Watch our on-demand [Digital Transformation for Brick & Mortar Brands](#) webinar.

TREND #2

Getting found online isn't enough

72% of consumers who used a search engine for a local query visited a business within a five mile radius.

Online “near me” search is often the first action customers take and a significant indicator that they’ll soon visit a local business to make a purchase. It’s an absolute must that your locations rank on Page 1 across Google, Apple Maps, Facebook, Yelp, and more to ensure that ready customers find you and choose you.

What to do

It’s not optional. If you want your retail brand to rank on top of search results against your local competitors and capture the attention of your ideal customers, you need an online reputation management strategy that includes monitoring and updating local listings, SEO optimization, and brand visibility metrics.

Chatmeter can help

Check out this click-through guide to [Chatmeter’s Listings Management solution](#). Speak louder than the competition with a platform that protects your local profiles from inaccurate data and duplicate listings while staying up-to-date with today’s SEO trends and best practices.



Explore more

[6 Essential Steps for Increasing Foot Traffic to Your Retail Store With Local Listings.](#)

TREND #3

Not-so-great reviews are an opportunity

28% of consumers want to read negative reviews.
32% wouldn't purchase without seeing any negative reviews.

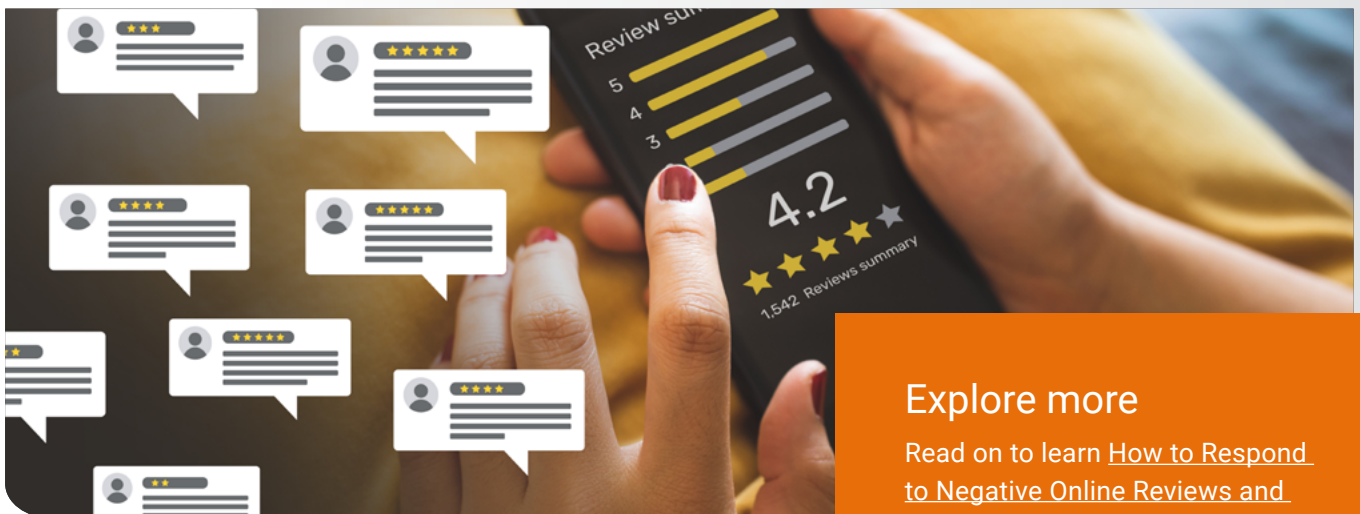
Before handing over their hard-earned dollars, consumers do their due diligence, including digging into a brand's entire presence — flaws and all. It can raise a red flag if things look too squeaky clean online. Negative reviews should no longer ignite worry for savvy business owners. They should, however, be acknowledged. Nobody likes a one-sided conversation.

What to do

A few negative reviews heighten consumer trust and add brand authenticity. Responding directly, with care and empathy, to low-star reviews provides an opportunity to increase customer retention, both in-store and online. This shows both the dissatisfied reviewer and those reading reviews that you care about your shoppers.

Chatmeter can help

Did you know that one-in-three customers will return and upgrade their negative review to a positive after an authentic interaction with a brand? Chatmeter helps turn a negative into a positive, [brand-building opportunity](#) that increases customer trust — and loyalty.



Explore more

Read on to learn [How to Respond to Negative Online Reviews and Win Back Buyers](#).

TREND #4

Gen Z is impacting brands

At **\$360 Billion**, Gen Z has tremendous worldwide spending power that will only continue to grow over time.

They're not kids anymore — and they've got money to burn. The challenge for 2023 and beyond is to drive Gen Z buyers to your brand for more than a one-time purchase. To do that, you must listen deeply to their unique needs, wants, and expectations.

What to do

Ensure your Gen Z customer experience is worthy of their dollars. Build an engaging online presence, starting with the very first search, that seamlessly blends with your in-person retail experience. Then, listen to what your customers have to say and act accordingly.

Chatmeter can help

Using deep listening that covers 100% of the “chatter that matters” for your brand, [Chatmeter analyzes billions of customer reviews](#), social media mentions, and sentiments from hundreds of sources to help the world's best-known retail brands keep a pulse on the customer experience at each of their locations.



Explore more

Read our blog, [Win More Gen Z Retail Customers with Local SEO & Reputation Management](#).

TREND #5

TX is becoming the new CX

With **25%** higher CX metrics versus competitors without, brands using a Total Experience (TX) strategy can expect more satisfied customers.

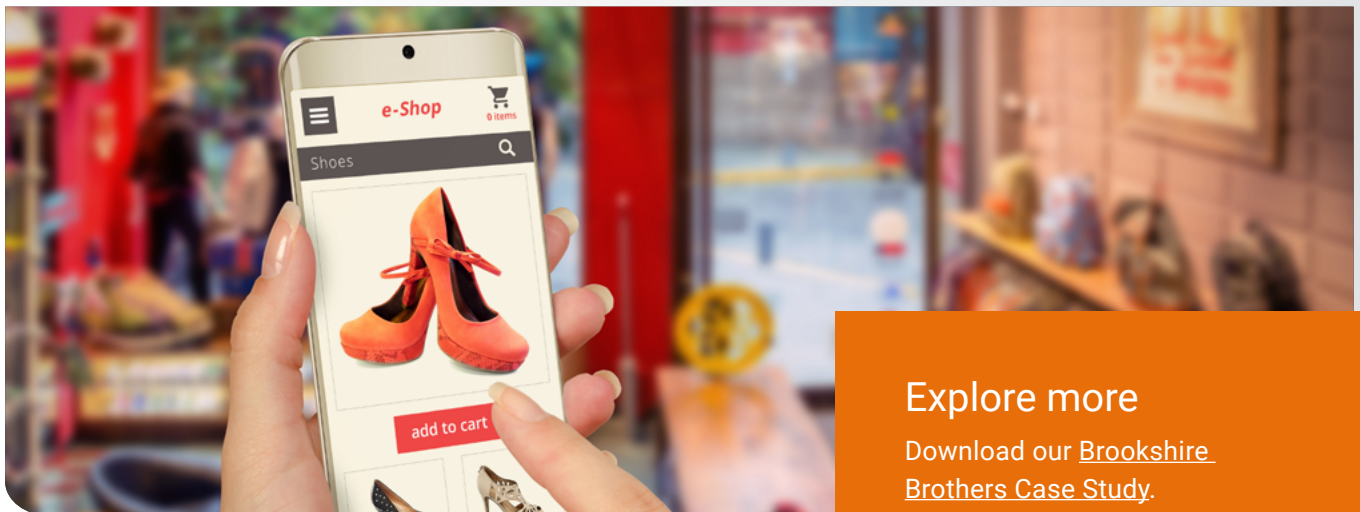
A [Gartner survey](#) found that “the top two reasons for pursuing digital initiatives are to enhance customer experiences and improve employee productivity.” Business leaders are increasingly looking to apply a TX strategy that places value on employee and user experience, as much as customer experience.

What to do

With an end-to-end platform that captures every word of the online chatter about your retail brand, your team can brilliantly build a complete 360° understanding of what customers really want from you, both in-store and online. From there, create unbeatable strategies that will win their love and life-long loyalty.

Chatmeter can help

Pinpoint the locations where team members are succeeding and where you can do better. Validate new products or services by digging deep into customer sentiment. Unveil exciting new and previously unseen business opportunities – [ALL from one dashboard](#).



Explore more

Download our [Brookshire Brothers Case Study](#).

TREND #6

Corporate social responsibility matters

47% of consumer perceptions and beliefs about a brand are related to customer benefits.

According to a FleishmanHillard report, “It’s no longer enough just to create great products and services. The other half of consumer perceptions are shaped by a company’s impact on society (32%) and information regarding how a company’s management behaves (21%).”

What to do

Trust and authenticity matter more than ever to retail consumers. Be proactive and vocal about communicating to your customers about what your brand is doing to positively impact employees, local communities, and the world at large.

Chatmeter can help

Inform your brand’s biggest fans about your company’s values by creating, posting, and scheduling content across Facebook, Twitter, Instagram, Google Posts, LinkedIn, and more using Chatmeter’s [Social Media Management](#) solution, designed for multi-location businesses.



Explore more

[Book a Demo Today.](#)

TREND #7

Customers are expecting 360° CX

73% of consumers say CX is as critical as price and product quality in purchasing decisions.

With today's abundance of choices, consumers demand more than great prices and quality products — they expect top-tier experiences at every step along their customer journey. If they don't find that with your brand, they'll switch to a competitor that has it all.

What to do

Illuminate sentiments hidden beneath the surface to decode exactly what your customers want from their shopping experience. Machine learning, AI-powered solutions scrape millions of online reviews, comments, posts, etc., to extract the most essential insights into your retail customers' minds revealing keywords, prevailing topics, and the sentiment expressed.

Chatmeter can help

Filter through the online chatter to discover actionable insights with [Pulse](#), Chatmeter's AI-powered text and sentiment analysis engine. Pulse exposes the raw, authentic sentiment and trends from customer feedback, increasing your ability to deliver the retail CX your customers expect.



Explore more

Read our blog, [Why National Retailers are Turning Towards Local Stores to Improve CX](#).

What these 7 trends mean for retail brands

Without a doubt, 2023 will put retail brands to the test. Between a tense global economy, sky-high inflation, and recession worries, the year ahead will push people to be more intentional and mindful about how they spend their time and money, both in-person and online.

To capture consumer attention – and their dollars – retail brands must consistently beat the competition at service, experience, and product quality. Smart CMOs and CXOs will succeed in locking loyalty while attracting new buyers by investing in powerful agile CX strategies and technologies that power exceptional experiences at every touchpoint.

The rise of big data has made deciphering vital voice of customer (VOC) insights through spreadsheets or manual aggregation antiquated. Brands must be able to read between the lines to identify blind spots and growth opportunities directly tied to the real-life experiences of their customers, regardless of their purchase location. No longer are reading reviews and comments enough. With up to 80-90% of customer chatter sitting in unstructured data, brands must tap into the “chatter that matters” with real brand intelligence.

Chatmeter, a pioneer in the reputation management technology space, has developed the first platform to combine reputation management with VOC business intelligence. Through limitless end-to-end visibility, company-wide efficiency, and unparalleled consumer insights, your retail brand can soar above the competition with the next generation of Total CX Management.

With AI-driven deep listening capabilities, today's future-forward CX and Reputation Management platforms will provide unmatched insights across the retail enterprise, from the local store manager to the C-suite.

Research Quoted:

1. The Power of Authenticity, [FleishmanHillard](#)
2. Quick Answer: What are the Biggest Areas of Investment in Customer Analytics?, [Gartner](#)
3. Online Reviews Statistics and TRENDS: A 2022 Report, [ReviewTrackers](#)
4. Gen Z Has \$360 Billion to Spend, Trick Is Getting Them to Buy, [Bloomberg](#)
5. Customer Experience (CX) TRENDS 2022, [FeeFo](#)
6. The Ultimate List of Marketing Statistics for 2022, [Hubspot](#)
7. CX in the new normal: Why agility and collaboration are key to success, [GetFeedback](#)
8. Read more about unstructured data – the chatter that matters – [here](#).

See how we support the world's best-loved brands.

[Book a Demo](#)



CHATMETER

Learn more at [Chatmeter.com](https://www.chatmeter.com)

Follow Us:

