

Chapter 9

Omnichannel Approach to Meet Retail Customers' Expectations

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ABSTRACT

Customer expectations are a set of ideas about a product, service, or brand that a customer holds in their mind. Customer expectations can be influenced by a customer's perception of the product or service and can be created or modified by previous experience, advertising, word of mouth, awareness of competitors, and brand image. Rising expectations and changing customers' needs are shaping the face of modern retail. Whenever customers visit an organized retail store, they expect convenience and a better experience. Omnichannel approach encompasses a business strategy that is intended to offer a magnificent shopping experience across all channels i.e. in-store, mobile, and online. An effective omnichannel retail strategy covers the major areas of contact across all possible communication channels to facilitate seamless, customized customer interaction. An omnichannel experience assures a better customer experience and helps in sustaining customer loyalty in the long run.

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CUSTOMER EXPECTATIONS

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- Increased Personalization
- Convenience
- Omnichannel

Reasons Behind Changing Customer Expectations

Consumer nowadays has become multifaceted and more comprehensive due to interaction with large number of economic, social, political and global factors and hence they are becoming increasingly demanding and challenging. Here are some factors causing rapid changes in consumer behaviour:

- **Volatile markets and alarming inflation:** Factors like unpredictable markets and alarming rate of inflation have huge impact on customers' expectations. Customers feel that they have less disposable income. They are looking for ways to carry on smarter purchases, even they are purchasing less.
- **The hybrid method of buying:** Digital revolution has changed the ways of shopping especially after COVID. Now lot more products and services are available online. People have shifted to hybrid lifestyle where they are buying both online and in-store. According to a study by Prosper Insights & Analytics, 33% of adults are shopping less in stores.

Omnichannel Retail

Omnichannel retail is a strategy that facilitates customers to interact with and make purchases, without much effort, across various channels, from wherever they are

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