

7 small details to improve the retail customer's experience (Infographic)

By [Frank Ouyang](#)

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The customer's experience is one of the major factors that can make or break your retailing business if not managed properly. With the increasing competition in the market nowadays, it is only important to keep your customers happy and satisfied with product and service to keep them loyal to your business.



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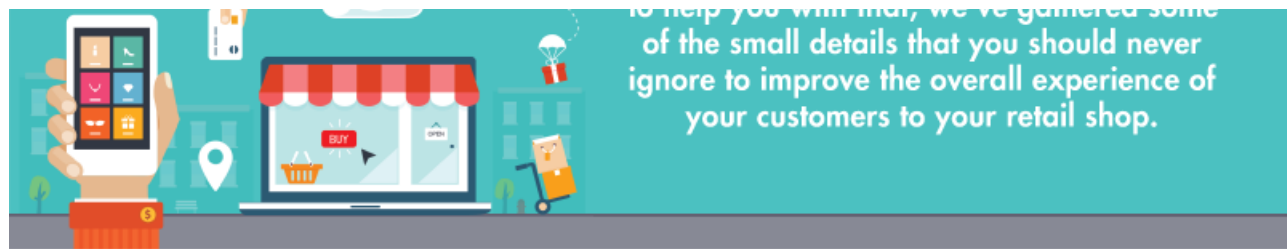
To help you with that, Panda Paper Roll gathered some of the small details that you should never ignore to improve the overall experience of your customers to your retail shop.

7 SMALL DETAILS TO IMPROVE RETAIL CUSTOMER'S EXPERIENCE



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#1 FREEBIES

People like free stuff, and there can be no doubt about that. Although saying "Thank you" to each of your customers every time they go to your store is a sign of good customer service, freebies are a more tangible proof that you truly appreciate their continued patronage of your business.



If you are running a restaurant, a free cup of coffee plus a copy of today's broadsheet for your "early bird" customers can suffice while they are waiting for your shop to open.

You can also give them a gift such as a planner or an umbrella if their purchase has exceeded a certain amount over a period.



Consumable or not, freebies can immensely affect the overall satisfaction of your customers to your business. And with the rise of social media and word of mouth marketing, getting your customers happy and satisfied can also directly impact the overall sales of your business.

#2 BABY CARE

Now that more and more families are choosing to go shopping with their newborn child, it is a wise decision to invest in some provisions or equipment to make your customers comfortable while they shop with their babies.





For instance, adding shopping carts with comfortable seats, safety straps, and colorful designs where your customers can put their baby on can help them shop easier and faster inside your store without worrying about the safety and comfort of their babies.

Another option, which is becoming a standard in today's retail malls, is providing a nursing stations complete with free food and drink where breastfeeding moms can have a quiet space to nurse and tend to their kids while their partner is doing the groceries.



If you want to make your whole retail store as baby-friendly as possible, you can also provide playing areas for small kids, free diapers for the baby in the comfort room, or even free babysitting. By making your customers comfortable, you also allow them to buy more stuff, which is a win-win situation both for your business and your customers.

#3 CULTURE EXPERIENCE

Gone were the days when people just come and go inside the stores. Nowadays, people like to gain new experiences in every place they could go, even if it's a local café or burger joint. It all starts with a unique interior design which speaks your company's background and culture.



For instance, if you want to express a cozier feeling inside your restaurant, then you can use a set of couches, unique art decors, books, or board games that your customers can use free of charge while eating.

If you want your store to have a modern touch, you can set-up a separate area where your customers can relive your company's history and witness your most groundbreaking milestones using technologies such as Virtual Reality.





This not only entertains them but it also makes them closer to your brand which then breeds to loyalty and repeat purchase.

#4 GOING DIGITAL

The rapid advancement in technology is certainly one the key factors that are shaping the world of today's retail industry. With the Internet of Things and Big Data predicted to touch every life on this planet year from now, it is only imperative for every business to take advantage of digital tools to stay competitive in the market as well as to give the maximum experience for their customers.



As more and more people connected to the internet, the use of online marketing is proven as one of the most effective ways to reach the target market and attract customers to visit the store.

From social media marketing to search engine marketing, retailers can use the internet to easily engage with their customers which were almost impossible to do in traditional marketing.



The rise of smartphones also presents an opportunity for retailers who want to take the shopping experience right straight to their customer's fingertips.

By hiring a freelance app developer, you can now create your own application on which your customers can shop and pick-up their goods when they come into your store. As a brick-and-mortar store, this allows you generate more income while providing convenience to your customer.

#5 SHOPPING BAGS & POS RECEIPTS

Some retailers might think that these two shouldn't be part of the list, but believe it or not, shopping bags and POS receipts wield a great power not only as a proof of purchase but as a marketing tool as well. A well-designed shopping bag can be used as a medium to express your brand's mantra.

Your customers can keep it as a souvenir or reuse it for other purposes, thus extending its shelf life while exposing your brand for an extended period.



POS receipts, when printed with information such as your brand logo, company website, tagline, or other things related to your business, can also act as a marketing tool for your business.

You can use this as a medium for announcing future promos or events, as a discount coupon for the next purchase, and as a customer feedback form.



You may also want to consider printing your message on full color using a special type of thermal paper. This not only makes your receipt more unique, but studies also show that it keeps your customers in the loop after every purchase they make with your shop.

#6 FREE DELIVERY

A study revealed that free delivery is the number



one factor that would lead to a recommendation of a retailer. The availability of free shipping is a great option to attract more customers and provide great customer experience. In the e-commerce alone, free delivery is now becoming a norm since people seeks more convenience by shopping at the comfort of their own home.



For brick-and-mortar stores, the free delivery option is still a great strategy to improve the overall customer experience.

When your customer's purchase reach a certain amount, you can offer a free delivery to their home, which is a big plus both to customer's experience and customer loyalty.



#7 LISTEN TO CUSTOMER'S VOICE

Last but not the least, it is extremely important to always obtain your customer's opinion and feedback about your business, product, or service. Whether it's a positive or not, your customer's feedback is useful to improving your business and the overall customer's experience.



Since not all your customers find answering survey or feedback forms as an enjoyable activity, you should try different strategies such as giving freebies or discount coupon to encourage them to submit their ideas directly to your store or to your website.

These small details though seem unimportant, are the building blocks for a great customer experience. Including these on your customer' experience strategy will help you achieve higher customer satisfaction and increase revenue in the long run.



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ABOUT FRANK OUYANG

Frank Ouyang is the chief manager and co-founder of Panda Paper Roll Company, a POS paper roll supplier and mobile payment solution provider. In addition to his love for paper industry, Frank is also dedicated to helping small business entrepreneurs to run better businesses. You can read more here: www.pandapaperroll.com or follow him on Facebook.

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