

1



Susan goes to a nearby store to buy shoes she saw online for her friend's wedding. They are the right price and fit comfortably.

27% of shoppers surveyed visit a store before buying online⁵

74% of millennial shoppers surveyed compare prices online⁶

2



The store doesn't have the shoes in red—the color she wants. Susan instantly uses her mobile device to order them online for free two-day delivery.

91% of millennials surveyed make purchases on their smartphones⁷

58% of consumers with a smartphone use it for in-store shopping⁸

Around **a third** of customers surveyed are willing to pay for two-day shipping⁹

3



Susan finds out from the panicked bride that her red shoes are exactly the same as the bridesmaids' shoes. Susan messages the retailer about the return of the red shoes and orders a new navy pair, requesting delivery within hours.

Nearly **10%** of store-purchased and **30%** of online-purchased merchandise is returned¹⁰

67% of shoppers review the return policy before shopping; return costs are 4 - 12 times more important to the consumer than other attributes¹¹

4



The retailer messages back with a happy smile emoji to signal that they have a solution. The new shoes will be delivered to a locker close to the wedding. She picks up her new shoes and leaves the red shoes in the locker for return. Susan's account is automatically credited and debited in real time.

92% of millennials say that real-time product availability influences where they shop¹²

Having delivery options is very important to millennial customers¹³

5



Susan dances all night long at the wedding, and she keeps recommending the shoe retailer to other guests. She is also planning to write a glowing online review.

82% of very satisfied shoppers are also promoters¹⁴

Satisfied shoppers are twice as likely to be repeat shoppers¹⁵

More than **50%** of millennials use smartphones to read reviews or ask for feedback while shopping¹⁶