



Deloitte's Omnichannel Competitive Landscape Services Clienteling Study

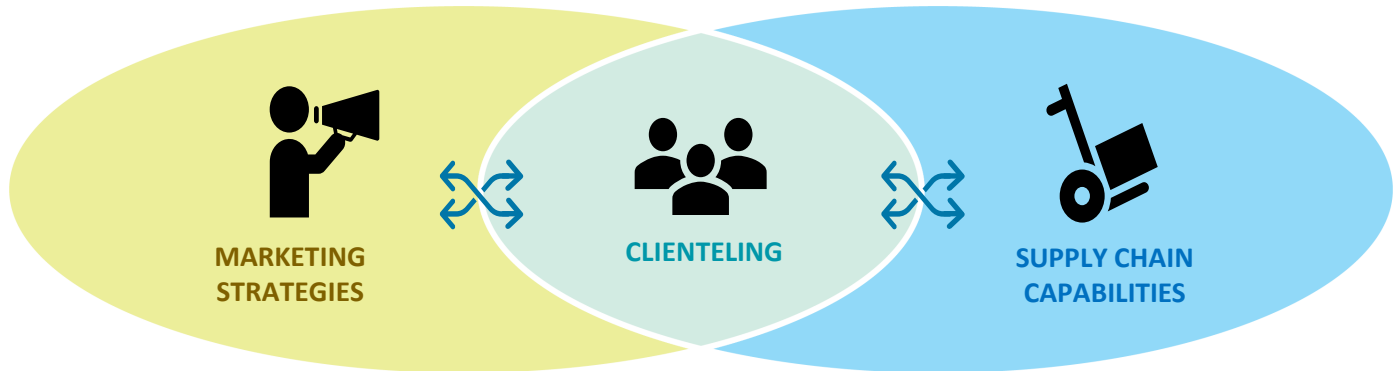


Introduction



Although companies often consider clienteling to be part of their marketing & product strategies, truly personalized customer experiences & services have direct and indirect connections with supply chain capabilities.

The Clienteling Intersection

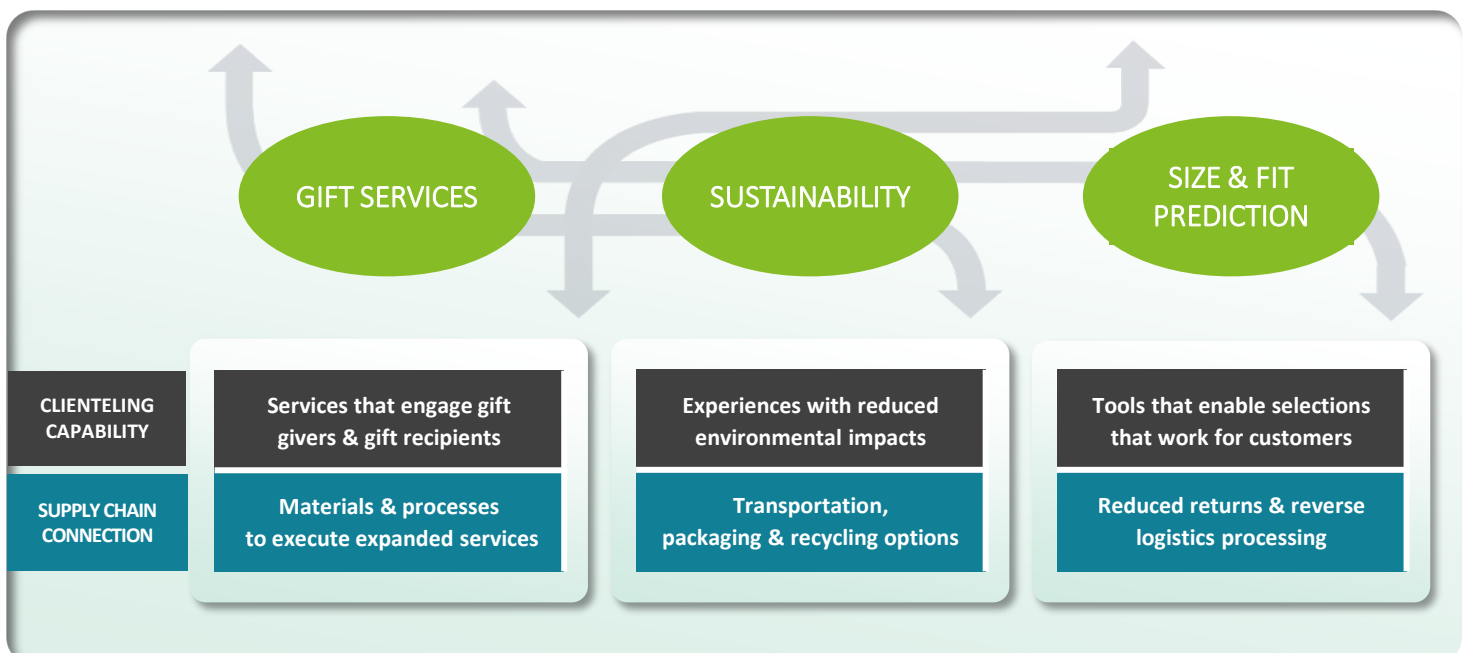


81% of customers prefer companies that offer a personalized experience and want their experiences to include the platforms where they prefer to do business¹

Clienteling initiatives can only achieve their goal of increasing customer engagement and driving profitable growth if they're executed seamlessly. Conversely, a lack of clienteling capabilities during the post-purchase journey can result in supply chain re-work and incremental expense.

Throughout the year, Deloitte monitors the omnichannel clienteling services offered by 145 global companies to establish year over year performance benchmarks and identify trends in clienteling across the retail industry. We also test new capabilities to understand how they work and perform.

Based on our review of services offered across the retail industry in 2024, we've identified three areas where the customer's end-to-end experience requires careful alignment between the pre-purchase and post-purchase journeys...



Gift Services

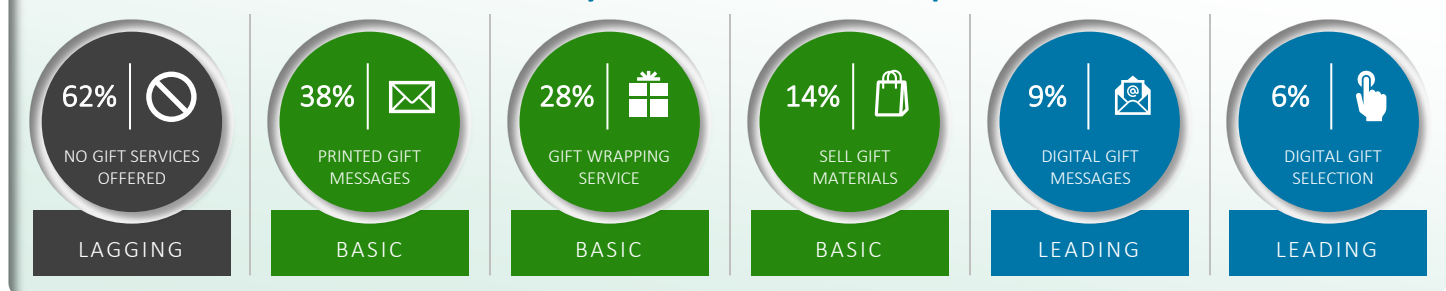


Offering gift services is an opportunity for companies to engage two customers with a single transaction. Common services like gift recipient messages and gift packaging can promote a company's brand and be a source of incremental revenue. However, supply chain partners should be fully aligned when these services are offered to help ensure gift materials and processes can be supported during peak volume periods.

Leading companies are beginning to leverage digital technologies to further enhance gifting experiences. Digital gift messages provide communications so both gift givers and recipients are informed of order progress from placement through delivery. Gift selection services provide gift recipients the ability to choose the color, size or even the item that they would prefer to receive as a gift. These new services can significantly reduce customer service contacts and high return rates associated with gift purchases.



Gift Services Offered by 145 Global Retail Companies Researched



WHY COMPANIES LIKE GIFT SERVICES



Engages two customers with a single order



Increases brand exposure



Can earn incremental revenue on gift wrap & services

WHY CUSTOMERS LIKE GIFT SERVICES



Simplifies the gift giver journey



Enhances the gift recipient experience



Reduces the need for gift service assistance & returns



Over 15% of companies surveyed by Deloitte plan on expanding the gift services they offer in the next year²

Sustainability



Individual order packaging and transportation result in direct-to-consumer models having the highest environmental impact. As a result, customers are looking for omnichannel capabilities that can offset these impacts and many see this as an online shopping requirement rather than a preference.

This aspect of clienteling has the most direct connection with a company's supply chain practices. Unnecessary use of expedited carrier services and excessive use of plastics or other materials within packages can directly conflict with a company's sustainability charter or other environmental initiatives within their organization.

Leading companies are adding more eco-friendly services to their supply chain capabilities, sharing the benefits of these options with customers and allowing customers to select them when shopping.



Sustainable Options Offered by 145 Global Retail Companies Researched

1%	Provide package bundling or consolidation options
3%	Offer reduced product packaging options
6%	Offer lower emission last mile delivery services
21%	Have a product resale or recycling program
37%	Offer in-person pick up options in lieu of delivery
77%	Don't include an additional paper invoice in packages

WHY COMPANIES LIKE SUSTAINABLE OPTIONS



Engages environmentally conscious customers



Supports corporate sustainability missions



Reduces packaging supplies & recycling costs

WHY CUSTOMERS LIKE SUSTAINABLE OPTIONS



Reduces the environmental impact of online shopping



Eliminates the need to dispose of / recycle excess packaging & paperwork



In 2023, 32% of US shoppers switched brands because of their sustainability practices³

Size & Fit Services



One of the most personal connections a company can make with a loyal customer is helping them determine the best product fit for themselves or their home. Despite this, our research found most companies are depending on product descriptions or static size charts to assist with fit options rather than leveraging technology enabled tools.

Size & fit tools are yet another clienteling service with a direct supply chain impact, but in this case, a lack of these capabilities has adverse effects. When customers are unsure which size, styles or colors will work best for them, they will often purchase multiple options and then return some or all products purchased... **eroding profit margins and doubling supply chain handling & expenses.**

Leading companies are leveraging technology-enabled fit prediction tools offered by 3rd party service providers to elevate their customer experience. These include fit prediction based on customer metrics & algorithms and augmented reality / virtual reality tools.

Size & Fit Services Offered by 145 Global Retail Companies Researched



STATIC SIZE
CHARTS

75%
LAGGING



SOFTWARE ENABLED
PREDICTORS

21%
LEADING



AR/VR TRY ON OR
TRY AT HOME

13%
ADVANCED

WHY COMPANIES LIKE TECHNOLOGY SIZE & FIT TOOLS



Reduces returns



Promotes new product launches



Engages digitally-native customers

WHY CUSTOMERS LIKE TECHNOLOGY SIZE & FIT TOOLS



*Reduces buyer's remorse when
trying new products*



*Increases chance of selecting
the best size*



Companies surveyed by Deloitte unanimously indicated that size & fit issues were the **top driver** of their customer returns⁴

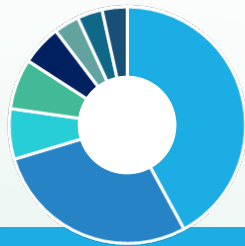
About Deloitte's Omnichannel Competitive Landscape Services



We research & test omnichannel services **offered by 145 global companies** collecting **over 70 data points** across the customer journey. We then apply intelligent analytics to our data to establish year over year performance indicators and identify new emerging trends.

Who is Included in Our Studies

145 global companies



SPECIALTY RETAILERS	42%
WHOLESALE BRANDS	28%
DEPARTMENT STORES	7%
FAST FASHION	7%
DISCOUNT & OFF-PRICE	6%
BIG BOX & MASS MERCHANTS	3%
CONSUMER PRODUCTS	3%
RESALE / CIRCULAR MARKETS	3%

Company Statistics

Annual Revenue (Billions)

20%	32%	23%	10%	6%	3%	5%
Under \$1	\$1 - \$4	\$5 - \$9	\$10 - \$24	\$25 - \$49	\$50 - \$99	Over \$100

Headquarters

37%	26%	19%	14%	2%	2%
Eastern US	Western US	Central US	Europe	APAC	Canada

Markets Served

100%	53%	52%	51%	48%
North America	Europe	APAC	Other Regions	Central / South America

Years in Business

19%	26%	33%	21%
Under 25	25 - 49	50 - 100	Over 100

Brick & Mortar Stores

14%	6%	14%	17%	10%	16%	23%
None	Under 25	25 - 99	100 - 249	250 - 499	500 - 999	Over 1k

HOW WE COLLECT OUR INFORMATION



Research company store policies & online service offerings



Conduct store shopping, online order & return performance tests



Advanced analytics to identify performance levels and capability trends



WHAT THIS ENABLES US TO SHARE



Key omnichannel performance benchmarks across retail industries



The end-to-end global competitive landscape



The optimal post purchase journeys for your customers



Want to Learn More About Where Your Company Resides in the Omnichannel Competitive Landscape Spectrum and How Deloitte Can Help You Advance Your Capabilities?

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Endnotes:

1. <https://www.forbes.com/sites/shephyken/2024/04/14/the-personalized-customer-experience-customers-want-you-to-know-them/>
2. Deloitte 2024 Omnichannel Industry Insights Survey
3. <https://www.forbes.com/sites/adrianswinscoe/2023/12/18/15-customer-experience-predictions-for-2024>
4. Deloitte 2024 Omnichannel Industry Insights Survey



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