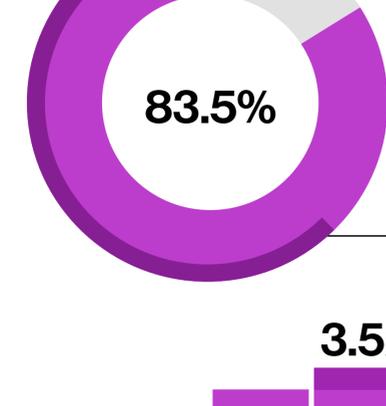


How Retailers Win on Customer Experience

The retail landscape is changing fast. Retailers need to make important decisions about how to modernize with great customer experience as a top priority.

A great customer experience pays off.



83.5% of shoppers are unlikely to shop with a brand again after a poor experience.¹

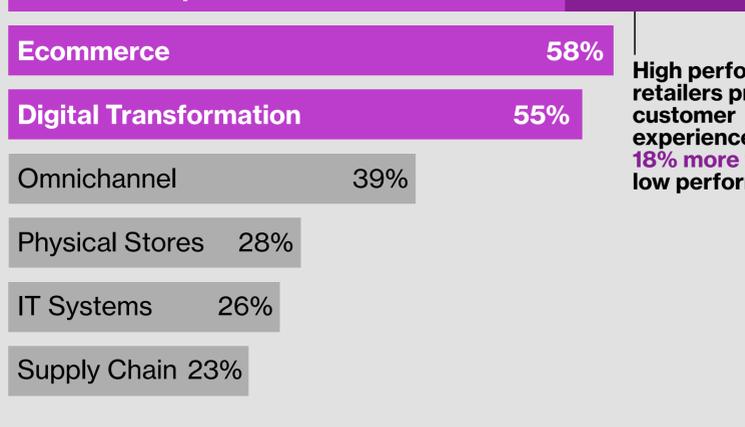
That's an increase from 62.4% in 2017.¹



Retail NPS promoters spend 3.5 times more than detractors.²

Retailers are prioritizing customer experience using digital tools and channels.

% of retailers listing each initiative as a top 3 priority



High performing retailers prioritize customer experience 18% more than low performers.

Despite prioritization, these areas are still the top two challenges for most retailers.

1 Digital Transformation

2 Customer Experience

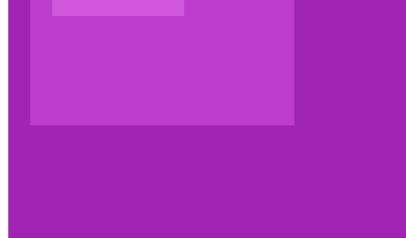
“Digital transformation closes the gap between what digital customers already expect and what analog businesses actually deliver.”

Greg Verdino
Founder, The Digital Consultancy

Delivering the best customer experience requires strong fundamental systems.

“It starts with retail fundamentals first. As the old saying goes: you can't put the icing before the cake.”

Marvin Ellison
CEO, Lowe's



Leaders are investing 2-3x more than the average retailer in IT transformation.³

High performers have more confidence in their systems.



POS systems

High performers are 50% more confident than low performers.



Purchasing systems

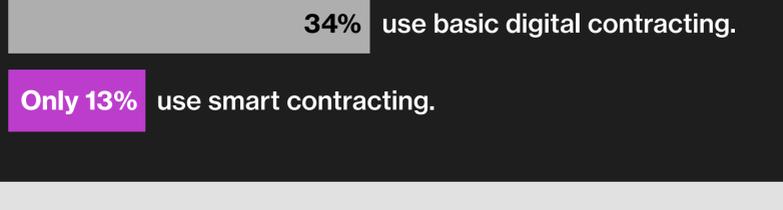
High performers are 70% more confident than low performers.

“Contracting is a process that impacts a retailer's ability to purchase and sell effectively and create an agreeable customer experience. Contracting is at the foundation of what a company is.”

Steve Schmidt
Former President, Office Depot International

Contracting is the next area of transformation for retailers.

Most retailers still complete contracts manually.



Smart contracting with DocuSign enables retailers to create a modern, positive customer experience.

T-Mobile



20% higher in-store close rate



2 minutes saved on every transaction

YAMAHA



Just days to complete dealer contracts – down from weeks or months



0 errors down from 70%

Improve your customer experience.

Modernize contracting now.

Free trial Contact us

DocuSign®