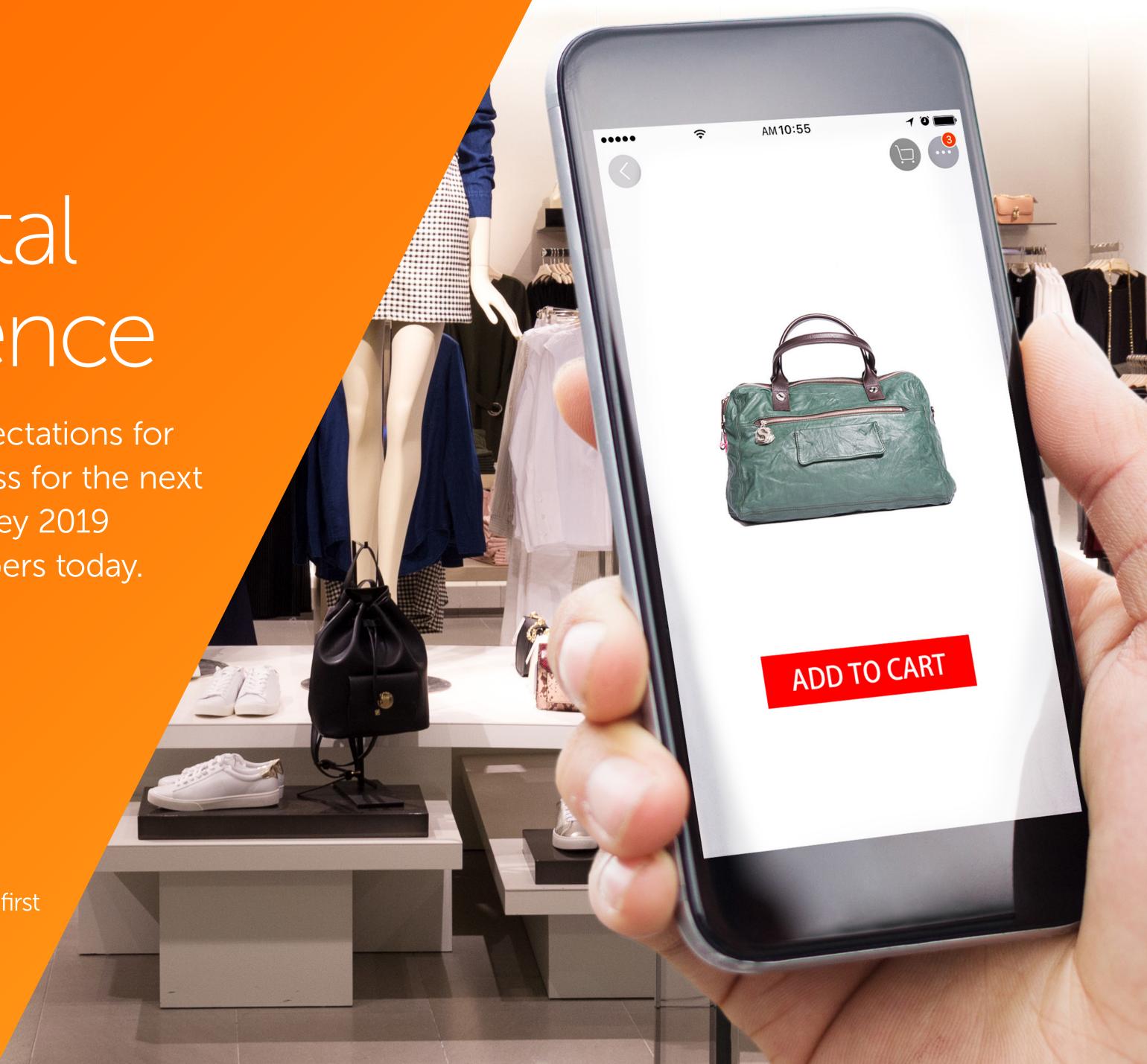# riverbed®

The Modern Digital Shopping Experience

Consumers are a retailer's lifeline and their expectations for digital experiences could define retailers' success for the next decade. The Riverbed Retail Digital Trends Survey 2019 provides insight into the digital desires of shoppers today.

Cracking the Code On Positive Digital Shopping Experiences

89% say a positive digital experience is just as important as prices

79% believe retailers need a strong digital shopping experience to stay competitive in the next 3 years

47% of consumers (60% Millennials) will visit a store for the first time because of online experiences with that retailer

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Consumers' Digital Shopping Wish List Online or Mobile:

Ranked Amongst 3 Most Important Features

57% site/app loads quickly

54% appealing design and videos

45% digital coupons or online reward/loyalty apps

43% online ordering for instant pick-up at store

Drones Delivering Packages to Your Home?

57% No Way! (35% say unnecessary and 22% disturbing)

43% Yes Please! (24% say cool and 19% efficient)

In-Store: Most Used While Shopping

34% in-store Wi-Fi

27% store specific mobile app

25% digital receipt options at checkout

22% third-party retail mobile apps

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In-Store Digital Experiences to Win New Customers?

36% automated check-out

23% virtual or augmented reality (e.g., simulate product use)

29% 'smart shelves' (e.g., automated sensors to maintain inventory)

22% trendy pop-up store opening

Retailers Face Consequences from Consumers When Digital Experiences Come Up Short

39% shop at a different store

26% return items

38% tell friends and family about it

19% post negative reviews

27% contact customer service

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Tips to Help Retailers Improve the Digital Experience

1. **Determine how digital experiences can help achieve top business goals.** Is your main goal to improve the in-store shopping experience – or to increase purchases from mobile apps? You may need to invest in a new and improved mobile app or better in-store Wi-Fi. Identifying your main objectives will help determine how to invest in improving your customer's digital shopping experience.

2. **Gain insight into your customer's digital journey.** It is crucial that you manage and monitor the customer's digital journey to ensure they have a seamless and engaging experience with your digital apps and services. Invest in visibility tools so that you can proactively identify and solve issues with your website or mobile app before they impact the customer.

3. **Rapidly deliver new retail apps and services.** Make sure you have next-gen infrastructure in place so that you can quickly deploy new retail locations or pop up stores and deliver new digital services for your customers. Retailers must adapt quickly in order to remain competitive. Don't get left behind.