freshrelevance

Connecting the cross-channel customer experience

Number of channels consumers interact with before making a purchase

2 — Average number of channels consumers interact with

3 — Average number of channels consumers aged 16-34 interact with

What consumers want from a cross-channel customer experience

In-store availability at their nearest store displayed for products they are browsing on online channels
29%

Ability to view contents of their online shopping carts across multiple channels, such as the website and app
24%

Ability to access details about their loyalty scheme profiles across multiple channels
23%

Tailored content displayed based on what they have browsed and previously bought across multiple channels such as the website, app and in-store
22%

Ability to contact a retailer via multiple channels such as email, social media, and website chat
21%

Consumer Frustrations

Seeing an online ad for a product, clicking on it and not finding the same product on the website
28%

Being sent a coupon code but not seeing the coupon code anywhere on the retailer's website
25%

Opting out from marketing emails about a specific event (e.g. Mother's Day emails) but then seeing promotions around the event on the retailer's website
22%

Buying from both a retailer's online store and their high street store and not being recognized across both purchase channels (e.g. not being treated as a loyal customer in-store)
21%

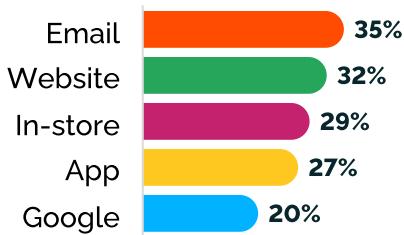Seeing online ads for products that they've purchased already
21%

Receiving tailored emails but seeing the same version of the website as everyone else
20%

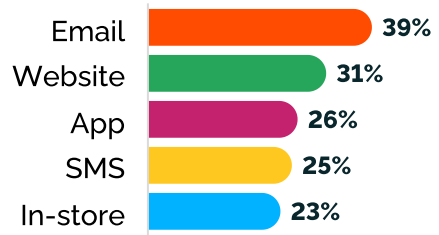## Channels consumers want (and don't want) to hear from retailers on

Top 5 channels consumers want to receive promotional messages on:

Channel	%
Email	35%
Website	32%
In-store	29%
App	27%
Google	20%

Top 5 channels consumers want to receive service messages on:

Channel	%
Email	39%
Website	31%
App	26%
SMS	25%
In-store	23%

Channels consumers don't want to hear from brands at all on:

Channel	%
TikTok	58%
Twitter	56%
WhatsApp	53%
Facebook	53%
Instagram	53%
YouTube	53%

Channels Gen Z consumers don't want to hear from brands at all on:

Channel	%
Facebook	40%
WhatsApp	40%
Twitter	39%
Google	37%