CX ACADEMY

RETAIL CX SERIES

Customer Experience in the Age of Millennials

June 2018

ON THE AGENDA

1 Coming of age: Why Millennials and Why Now?

2 Decision Ready Insights: What Drives Millennials Retail Experience

3 Millennial CX Index

4 4 Key Takeaways

ADOREBOARD

We are an emotion analytics company that helps brands transform their customer experience through the power of Emotion AI

TRUSTED BY LEADING BRANDS AND CX AGENCIES INCLUDING:

AnalogFolk

McCANN

HAVAS

easyJet

Unilever

zone

The research revealed 3 insights showing how UK fashion retailers can optimise and improve their customer experience for the Millennial market.

1. Be more Inclusive - Millennials seek brands that are more adaptive to diverse body shapes.

2. Fast Fashion for Longer - Millennials want trendy items but more sustainable and longer lasting.

3. Affordable Fashion - Millennials will leave products on the hanger if they aren’t affordable.

Born between
1981-1996

Quarter of World’s
Population

Have more spending
power than Generation X

DATA COLLECTION VIA ONEPULSE

10,200

PEOPLE

23 ----→ 6

MAY JUNE

44

QUESTIONS

COLLECTED VIA SMARTPHONE

63 %

♀

30 %

AVG RESPONSE RATE

37 %

♂

EMOTION ANALYSIS

10,200

ANALYSED

-100 → 100

ADORESCORE

JOY — FEAR

8 INDEXES

SERENITY — TERROR

24 EMOTIONS

TOPICS

THEMES

SNIPPETS

DECISION READY INSIGHTS: WHAT DRIVES MILLENNIALS RETAIL EXPERIENCE?

1. Authenticity

76%

Say they prefer human interaction to chatbots

61%

Say ethics and sustainability are important when shopping for clothes

2. Diverse Opinions

85%

Use social media to influence buying decisions

56%

Say online influencers have directly impacted their shopping decisions

3. Experience Based

85%

Say emotion influences their shopping decisions

59%

Say rude or unhelpful staff are their biggest pet peeve when shopping in store

65%

Say they don’t trust brands who send too many emails

TOP 10

The Best Performing Retailers

RANK	RETAILER	ADORESCORE	BENCHMARK PERFORMANCE
1	New Look	42	+53%
2	ASOS	40	+46%
3	Primark	39	+42%
4	H&M	39	+42%
5	Next	36	+31%
6	Topshop/Topman	25	-9%
7	River Island	22	-20%
8	BooHoo	21	-23%
9	Dorothy Perkins/Burton	19	-31%
10	Zara	-9	-133%

3 DECISION READY INSIGHTS

1

Inclusive Fashion

Millennials seek out brands to be more adaptive to diverse body shapes

2

Fast Fashion, Longer

Millennials want on trend fashion that’s more sustainable and longer wearing

3

Affordable Fashion

Millennials will leave new purchases on the hanger if not affordable

IN FOCUS

The CX Role Models

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IN FOCUS

The CX Role Models

NEW LOOK

NEW LOOK

15 %

above industry average

JOY

1

Affordable Fashion

affordable; on trend; quality. I love new look. it's always one of my first go it's when I need to update my wardrobe.

2

Quality

Good clothes; on trend and reasonable prices.. Good experiences; I've bought a lot of clothes there. They're usually on trend and decent quality.

3

Good Customer service

Good customer service. I went there to buy some shirts the other week the staff were great and very helpful and the clothes were a fair price and good quality

IN FOCUS

The CX Role Models

asos

asos

07%

above industry average

TRUST

1

Online Delivery

I often shop with ASOS i usually spend a long time browsing and often end up buying more than I planned because of their free shipping and returns policy. Great service.

2

Fashionable and Affordable

A wide variety of fashionable items at ridiculously great prices and delivery easy and convenient. I went on the website once; just browsing around in their sale; popped a few things in my basket; at the checkout stage I received a code for money off those sale items; great.

3

Student Discounts

I recently ordered a jumper in the sale and got an additional 20% off with student discount. The quality and delivery speed were amazing

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Room For Improvement

RANK	RETAILER	ADORESCORE	BENCHMARK PERFORMANCE
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3	BooHoo	21	-23%
4	River Island	22	-20%
5	Topshop/Topman	25	-9%

IN FOCUS

Room For Improvement

ZARA

ZARA

28 %

SADNESS

above industry average

1

Overpriced

Nice clothes but far too expensive for what they are. Walk in; look around; find something I kind of like; check price tag; leave” “An expensive shop that caters more to upper class people and those that are willing to spend more money.

2

Not size inclusive

Modern clothes that are undersized. I wanted to buy a shirt that I liked but the size I usually take didn’t fit me nor did the size above.

3

Messy stores

Poor quality clothes at expensive prices. Materials make you sweat! Stylish. Stylish layout of shops but often like a jumble sale once inside - an up market TK Maxx. Great if you want disposable clothes e.g. wear a few times

IN FOCUS

Room For Improvement

DOROTHY PERKINS

DOROTHY PERKINS

11 %

above industry average

SADNESS

1

Old-fashioned

Unfashionable clothing. Staff are nice but the clothing at Dorothy Perkins is clearly for an older generation

2

Sizing

the sizes vary wildly I've had 2 size 16 dresses arrive one fits fine and the other wouldn't even fit a child

KEY TAKEAWAYS

Old	New
Transaction	Experience
Mass produced	Authentic
At any cost	Ethics
Profit	Price

ABOUT ADOREBOARD

Adoreboard specialise in transforming customer experience through the power of Emotion AI. Our platform Emotics uses advanced emotion analytics to analyse any text to uncover key emotions driving or diminishing customer experience for brands and agencies.

Adoreboard was named as “Best Tech Company” from UK and Irish Universities by Dr Craig Barrett (former CEO/Chairman of Intel) at the Silicon Valley Global Leadership Forum. Adoreboard has been named in two Forrester reports “The Future of CX Measurement” and “Emotion Analysis is a must for CX”

ABOUT ONEPULSE

OnePulse is an opinion platform that brings people and businesses together, so you can get the answers you need, when you need them. The platform allows you to send up to three questions per Pulse (mini survey) to our native app community for honest answers in seconds, so you can make fast decisions with confidence.

ADOREBOARD.COM