A Superior Customer Experience Translates to Revenue Growth

Are you connecting at every step of the buying journey?

1. Discovering the brand

- 3 in 4 customers make impulse decisions.
- 98% of purchases are made within 1% of Research.

2. Is your brand fully mobilized?

- Over 45% of consumers use their smartphones to research prices, product information, and reviews.
- 83% of consumers want some sort of support in their online journey.
- 78% retailers plan to invest in mobile this year.

3. The Omni-Channel Journey

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>1. Research</td>
<td>Consumers use mobile devices to research products and services.</td>
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<td>2. Evaluate</td>
<td>Consumers compare options and read reviews.</td>
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<tr>
<td>3. Select</td>
<td>Consumers choose a product or service.</td>
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<tr>
<td>4. Purchase</td>
<td>Consumers complete the purchase.</td>
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<tr>
<td>5. Maintain</td>
<td>Consumers use the product or service.</td>
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4. Enhancing the in-store & support experience

- 90% of all sales transacted are at a physical store.
- Agent knowledge will become a core requirement for outstanding service.

5. Customer Loyalty

- An exceptional experience creates loyalty throughout the customer lifecycle.
- 20% of customers generate 80% future revenue.

6. Analytics and insight are key to increasing customer lifetime value.

- Metrics allow agents to identify loyal customers and deliver personalized experiences.

We’ll help you deliver a superior customer experience at every step. Learn more about Cisco end-to-end retail solutions at www.Cisco.com.