

Adapt to Omnichannel Trends to Deliver on Customer Experience

Customer expectations are changing as the shopping experience digitalizes, which impacts how retailers think about their customer experience strategy. Without an omnichannel strategy, they risk losing business.

As the shopping experience digitalizes and customer expectations evolve, retail companies must empower their employees to meet these changes and ensure customer service continues to improve.

A Look at the Retail Customer Experience

Online retail sales are expected to reach **\$1.6 trillion** accounting for 30% of the market by 2027, according to Forrester.¹

More Americans would prefer to shop for apparel items in-store (65%) versus online (35%), according to a Harris Poll survey commissioned by Dollar Tree and DailyPay.²

Channel	Percentage
In-Store	65%
Online	35%

66% of Americans plan to spend the same or more on retail purchases in 2023 compared to 2022, according to a Harris Poll survey commissioned by Dollar Tree and DailyPay.³

Deliver an Outstanding Customer Service

As customer demands shift, retail employers must ensure their staff is prepared and motivated to meet these demands.

Training, engaging, and supporting employees will help them adapt to omnichannel roles and responsibilities, allowing them to provide a great customer experience. In fact, engaged employees deliver a better customer experience, according to Qualtrics.⁴

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¹ <https://www.forrester.com/blogs/by/2027-us-online-retail-spending-will-reach-1-6-trillion/>

² Harris Poll survey commissioned by Dollar Tree and DailyPay

³ Harris Poll survey commissioned by Dollar Tree and DailyPay

⁴ <https://www.qualtrics.com/experience-management/customer/retail-cx/>