

THE PATH TO CONSUMER LOYALTY HOW ICONIC BRANDS MANAGE SHOPPER EXPERIENCES

Is your consumer experience strategy in line with those of iconic brands, or are you stuck in the past and losing touch with modern consumer expectations?

TOP CHALLENGES OF CONSUMER BRANDS

INNOVATION 31% struggle to drive regular & successful innovation

NEEDS

struggle to address the **unique needs** of empowered consumers



With continuous changes in consumer behavior & preferences, consumer brands struggle to mitigate multiple challenges at the same time. SHOPPER PROFILE **29%**

need to monitor and manage changing shopper demographics

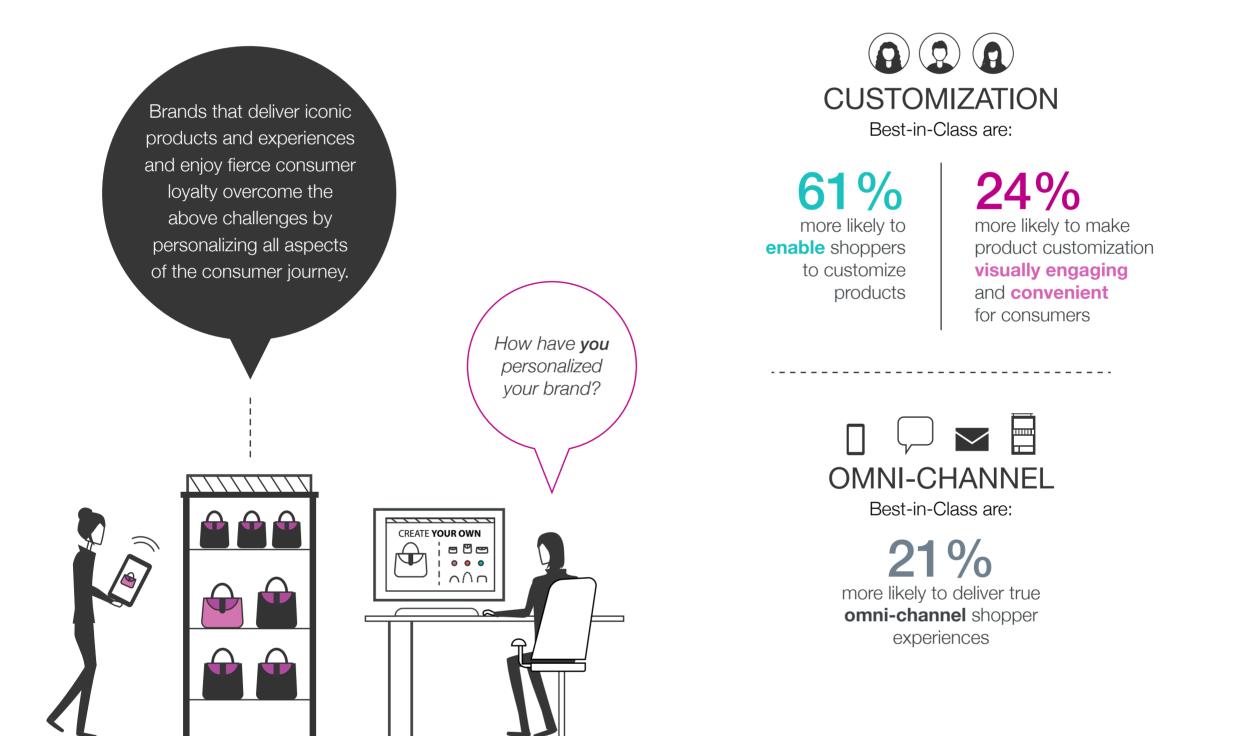


EXPERIENCE 26%

struggle to address consumer demand for **consistent CX** across all channels

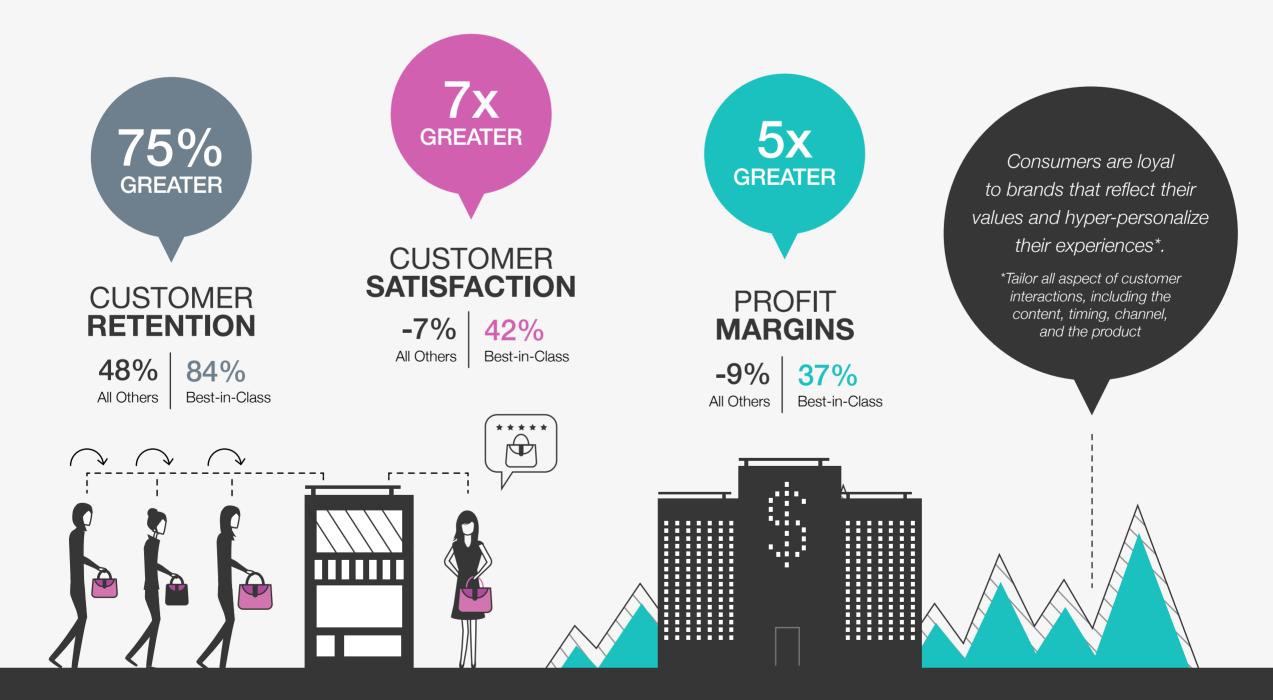


PERSONALIZING THE CUSTOMER JOURNEY THE BEST-IN-CLASS EXCEL IN THE FOLLOWING WAYS:



BETTER BUSINESS OUTCOMES

THE BEST-IN-CLASS ENJOY THE FOLLOWING PERFORMANCE RESULTS:



Competition across consumer brands is fiercer than ever before. Iconic brands rise above the rest by putting consumers at the heart of all their activities, including product design and delivery. These brands don't simply aim to create happy shoppers; they truly empower consumers by providing them the ability to customize products based on their preferences and needs. In turn,

consumers reward these businesses with their spend and loyalty. If your strategy for consumer experience and personalization fall behind those of the Best-in-Class, Aberdeen highly recommends following their lead to position your company alongside iconic brands.



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