Docu Sign

How Retailers Win on Customer Experience

The retail landscape is changing fast. Retailers need to make important decisions about how to modernize with great customer experience as a top priority.

A great customer experience pays off.

Retailers are prioritizing customer experience using digital tools

and channels.

Customer Experience

Physical Stores

Supply Chain 23%

83.5%

a poor experience. That's an increase from 62.4% in 2017.1

Retail NPS promoters

spend 3.5 times more

than detractors.2

with a brand again after

83.5% of shoppers

are unlikely to shop

% of retailers listing each initiative as a top 3 priority

71%

58% **Ecommerce High performing** retailers prioritize **Digital Transformation 55%** customer experience 18% more than **Omnichannel** 39% low performers.

IT Systems 26%

Despite prioritization, these areas

are still the top two challenges for

28%

most retailers.

Greg Verdino

CEO, Lowe's

"Digital transformation closes the gap between what digital customers already expect and what analog businesses actually deliver."

Founder, The Digital Consultancy

Transformation

Digital

Customer

Experience

experience requires strong fundamental systems. "It starts with retail fundamentals first. As the old saying goes: you can't put the icing before the cake." Marvin Ellison

Delivering the best customer

Leaders are investing 2-3x more than

High performers have more confidence

50% more confident

70% more confident

POS systems

High performers are

than low performers.

Purchasing systems

High performers are

than low performers.

is at the foundation of what a company is."

Contracting is the next area of

transformation for retailers.

Former President, Office Depot International

the average

retailer in IT

transformation.3



Steve Schmidt

in their systems.

Contracting is a process that impacts a retailer's ability to purchase and sell effectively and create an agreeable customer experience. Contracting

use basic digital contracting. 34% **Only 13%** use smart contracting.

Smart contracting with DocuSign

enables retailers to create a modern,

48%

Most retailers still complete contracts manually.

primarily use pen

& paper contracting.

T·Mobile•

20%

positive customer experience.



2 minutes saved on every transaction

higher in-store close rate



Oerrors down from 70%

to complete dealer contracts -

down from weeks or months



now.

Free trial

Improve your experience.

Just days

DocuSign Survey Background

Contact us

 220 retail respondents surveyed in Q4 2018 High performing: 16% of respondents who

Sources 1 Retail TouchPoints Whitepaper 2 Bain & Co NPS research

Docu Sign

saw significant growth in the past year Low performing: 15% of respondents who

3 IHL and Zebra Retail Transformation Study

saw flat or negative growth in the past year Copyright © 2003-2019 Docusign, Inc. All rights reserved.