

The Connected Shopper in Latin America

How Latin American Retailers Can Enhance the Instore Customer Experience

We asked retailers in the supermarket, department store, fashion, discount and other sectors in Brazil, Mexico, Colombia and Chile how they are using technology to meet growing customer expectations.

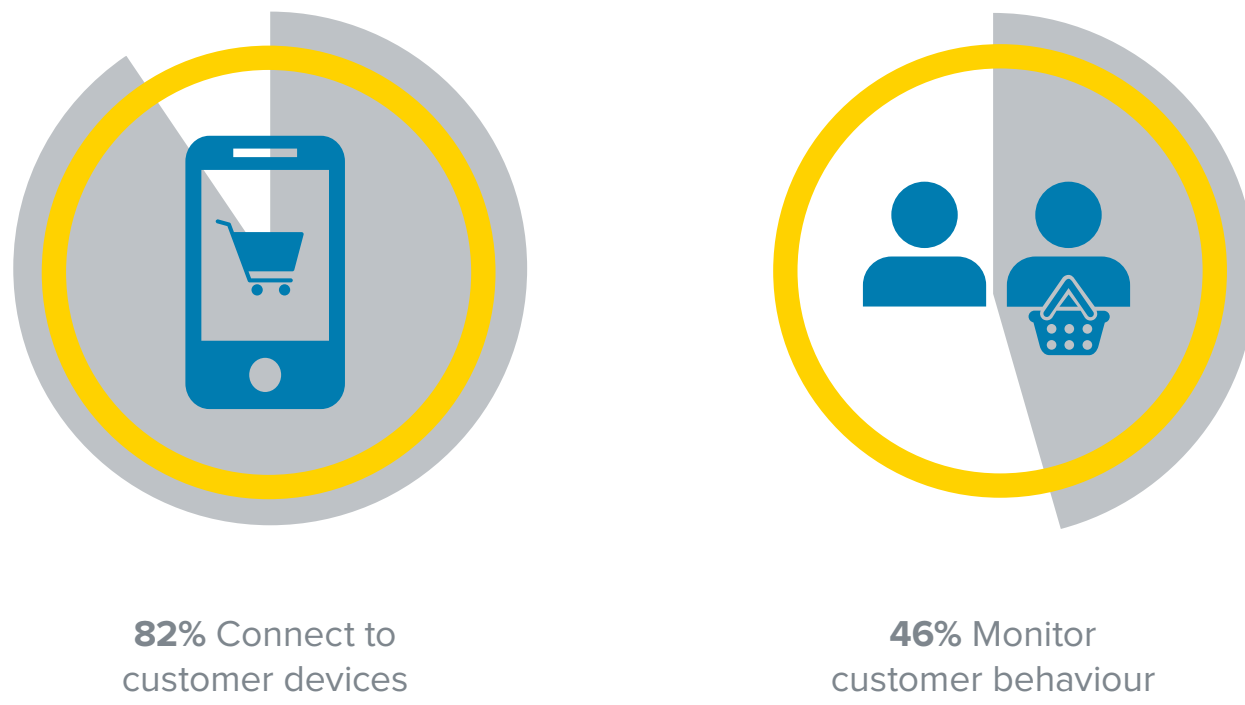
What makes a retailer competitive?

Everyone agrees that personal service from assistants is important. But while marketing says regular generic offers and discounts are almost as important, IT points instead to integrated omni-channel service.



Who's connecting to customers?

The vast majority of retailers are enabling customers to connect through a loyalty app. Less than half are taking the opportunity to monitor customer behaviour while they're in the store. Many more plan to connect.



How is data improving efficiency?

Only half of retailers are using the data they collect on customer behaviour to analyse how effective their promotions have been. More are making future campaigns more effective by identifying products that are often bought together and recognising different types of shopper.



More than half are feeding data into decision-making around shelf replenishment, inventory planning and staffing levels.

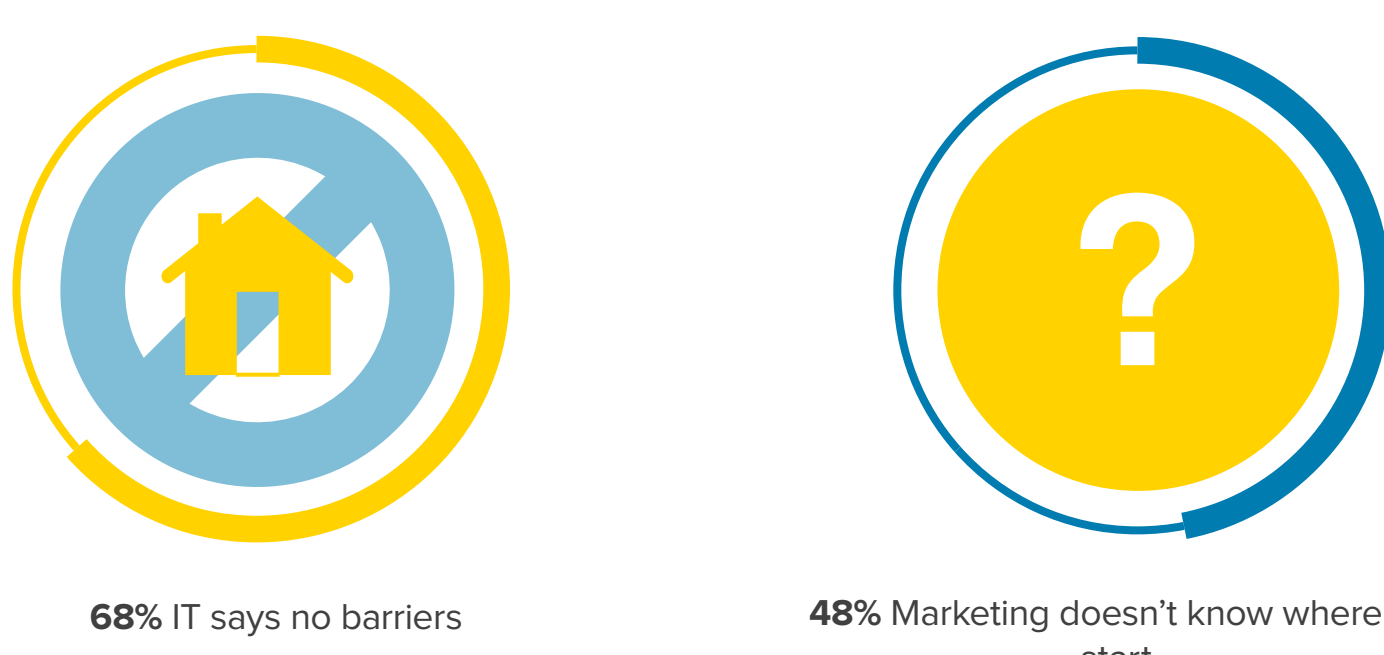
How are offers being communicated?



Around **35%** say in the future they will push generic messages to customer devices in the store and more are planning to go one step further to send personalised messages relevant to location or buying history

What's the biggest barrier to investment?

Around **70%** of IT respondents don't see any barriers to investment. Only **13%** of marketers agree.



The biggest challenges for marketing are knowing where to start and concerns around data privacy and security. The only real concerns for IT are security and data privacy together with lack of funding.

