

6 WAYS STANDARD RECEIPTS ARE COSTING YOU

Retailers have issued paper receipts for a variety of reasons including to facilitate returns for consumers. This practice continued until recently with little change. Stepping into the digital age, modern receipts issued by innovative retailers are far more personalized and interactive than their predecessors. Retailers that continue to provide only standard receipts to customers - whether printed or digital - stand to lose a great deal.

Let's take a look at the 6 ways issuing standard receipts is costly for retailers:



#1 LOST SALES

Dynamic receipts present customers with personalized content that inspires action and engagement with the brand - unlike standard receipts.



#2 DECREASED LOYALTY

Your receipts meet buyers at the pivotal moment right after conversion. Retailers who employ dynamic receipts are able to better retain shoppers - to offer them something that will entice them to become loyalty members and expand their relationship with the brand.



#3 POOR BRAND EXPERIENCE

Reinforcing a positive brand experience is important as 65% of consumers say they have cut ties with a brand over a single poor customer service experience. Standard receipts do not enhance the customer experience and add very little value to the customer.



#4 MORE MYSTERY SHOPPERS

Email addresses have been termed 'retail gold' as they also help retailers identify in-store shoppers, create new target segments and more successfully engage with in-store shoppers.



#5 MISSED CROSS-CHANNEL TRAFFIC

Dynamic receipts allow brands to push in-store shoppers online and online shoppers in-store using timely, engaging content to drive further visits and increased sales.



#6 LOSS OF CUSTOMER FEEDBACK

Retailers who neglect to leverage their receipts to gain additional insights on their customers immediately after purchase miss out on a treasure trove of feedback and a fuller understanding of their shoppers' experiences.

CONSIDER FLEXENGAGE

flexEngage provides dynamic printed and digital receipts to help retailers identify, engage and retain more of their customers immediately after purchase.

Let us reimagine your eReceipts.
Request a sample at: flexEngage.com

