

A Study on Approaches Towards Future Client Experience : Trends and Development in Retail Commerce

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Abstract: Retail organizations today face new moves with more intensified rivalry because of the sped up speed of innovative change, more refined administration practices, and industry solidification. As a result, retail businesses have shifted their focus from increasing sales to finding ways to attract and keep customers. This paper offers a fresh perspective on how to enhance the customer experience to boost retail organizations' performance. It suggests that the use of technology and the customer experience are fundamental factors in customer loyalty. Based on a synergistic combination of design thinking and marketing intelligence techniques, we propose a new model for the shopping experience. On the basis of this model, we developed a smartphone app and applied it to a supermarket in Monterrey, the third-largest city in Mexico. This novel also takes into account the role that technology plays in enhancing customer satisfaction. We presume that innovation based assets can add to further developing cooperations between the store and clients, supporting the last option to settle on conclusions about buys. The current research has important implications for decision makers in business strategy, marketing intelligence, and strategic foresight, as well as retail practitioners.

Keywords: customer satisfaction; design for shopping experiences; trends in retailing; innovation; creative thinking; marketing information; user-centric design; store loyalty.

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