

# 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.

## I. INTRODUCTION

In recent years, retailers have realized that enhancing the customer experience is crucial to business success [Verhoef et al., 2009; 2012, Levy and Weitz; Petermans and others, 2013], particularly in light of the emergence of online rivals that have opened up new markets and piqued the interest of customers with tailored offerings [Herring et al., 2014]. Future retailing will zero in on drawing in with clients at an individual level. is irreversible pattern depends on upgrading palatable client encounters at different levels — judicious, profound, sensorial, physical, and otherworldly. Retailers should carefully balance the implementation of cutting-edge technology systems with the development of novel business models in order to accomplish this [Manyika et al., 2015]. Client experience includes people groups' mental and close to home evaluations while making buys [Klaus, Maklan, 2013]. It can be defined as a customer's internal and subjective response to any direct or indirect contact with a company, according to Meyer and Schwager (Meyer, Schwager, 2007). During the purchase, use, and service, direct contact typically begins with the customer. Circuitous contact often includes impromptu ways to deal with portrayals of an organization's items or administrations, including promoting, news reports, or surveys. Technology and globalized consumer empowerment drive the current service design theory. Considered an essential component of service enhancement is the creation of novel customer experience strategies. They are without a doubt a useful resource for enhancing customer-store interactions. According to Nadiri (2011), numerous activities (such as the shopping process itself, interactions with store personnel, claims, and devolutions) directly influence the customer's perceptions and experiences. Retail businesses offer a variety of products and services.

Retailers place a significant emphasis on comprehending and meeting the more complex and demanding expectations of their markets. 2014]. They are aware that an effective strategy for service design necessitates a fresh user-centered approach centered on enhancing store interaction points [Clatworthy, 2011]. This new strategy necessitates a market-driven analysis that identifies the unmet needs and desires of the customer and identifies the gaps that need to be filled

in order to enhance existing offerings and create new ones. Inside this specific circumstance, promoting knowledge arises as a significant choice to grasp clients and their cutthroat surroundings [Jenster, Solberg, 2009]. Quantifying intuitions, contextualizing markets, and scaling opportunities can all benefit from MI. Experience prototyping can incorporate key trends using marketing intelligence and design.

This study builds on this by incorporating aspects from two methodologies: intelligence in marketing and design thinking. We propose an essential model to comprehend and answer clients' longings by dissecting their assumptions and activities in a serious climate. The paper begins by establishing the significance of retail businesses and the significance of establishing close connections with customers. The model emphasizes the use of emerging technology-based resources to enhance the shopping experience for customers. Additionally, it argues that the design process ought to place a strong emphasis on value co-creation with customers. Besides, the paper represents the job of development and innovation in fulfilling clients and the going with store dedication. After that, it conducts a comprehensive literature review on design thinking and marketing intelligence methodologies before developing our model. After that, we apply our model to a supermarket in Mexico to propose a novel approach to enhancing the customer experience. In this manner, the paper makes strategy proposals and finishes up. In conclusion, it discusses some of the limitations of the current study as well as potential directions for future research.

## **II. LITERATURE REVIEW**

Retail industry research is regarded as one of the marketing field's mainstays. It has become increasingly global in scope over time. Retailers operate in a mature and competitive marketplace where customers' expectations are constantly shifting [Grewal et al., 2009]. Consumer loyalty got from their abstract fullment of their assumptions will decide their proceeded with store decision [Paul et al., 2016] At first, retail theory focused on increasing sales in convenience stores, shopping centers, and supermarkets. Consideration was mostly paid to the last phase of the production network, while less investigations took a gander at the encounters delivered during shopping [Berman, Evans, 2003]. However, the accelerated pace of technological change, more sophisticated management practices, and industry consolidation now present businesses with new challenges and increased competition [Sirohi et al., 1998]. This explains why they have shifted their focus from growth and sales to customer loyalty [Lewrick et al., 2015]. [Nadiri, 2011] The retail industry has been encouraged to develop new strategies to increase customer satisfaction by adopting novel concepts related to the customer experience. In large retail establishments, customer satisfaction is primarily determined by the shopping experience and the atmosphere [Paul et al., 2016]. In today's retail environment, the primary goal is to provide a superior customer experience [Verhoef et al., 2009]. To entice and retain customers, retailers have implemented a variety of programs, such as customer cards, discount coupons, special offers, and promotions.

**The role of innovation and technology in customer satisfaction** and store loyalty Innovation and the application of technology are fundamental components that contribute to the creation of more satisfying shopping experiences. both empower ambiances that unequivocally influence on client influence [Sharma, Staord, 2000]. Technology's true capacity has never showed signs of change as quickly as now [Fole y, Ship, 2012]. Self-service technologies are gaining popularity among retailers because they eliminate the need for customers to wait in line. ese advances incorporate self-filtering, exploring things online prior to getting them in the actual store, or glancing through the items in store preceding buying them on the web (otherwise called showrooming) [Lewrick et al., 2015]. It portrays new advancements that encourage client experience. It is anticipated that retail businesses, particularly large retail establishments like supermarkets and malls, will provide one-of-a-kind shopping experiences that may result in customer contentment and store loyalty [Paul et al., 2016]. Therefore, customer satisfaction-based loyalty is essential for any business's survival, success, and growth [Davis, 2013; Paul and co., 2016]. When it comes to making purchasing decisions, the introduction of technology applications might be more important to devoted customers than price. According to Martos-Partal, González-Benito (2013), this is due to the fact that they are typically less sensitive to price variation and play a crucial role in verbal publicity. provides a summary of the literature, which outlines a variety of approaches to highlighting the significance of technology in enhancing customer satisfaction. Customers' perspectives and organizational performance metrics (such as market share, productivity, and revenues) demonstrate the

impact of technology [Verhoef et al., 2009]. Technology unquestionably plays a crucial role in enhancing productive interactions that boost customer satisfaction.

**Design and innovative approach** -In recent years, significant approaches in design thinking have emphasized the development of customer-centered design for a deeper comprehension of customer behavior. In this study, we specifically employ an approach from the design field. During the creative process, designers have been able to better understand people's needs by employing various methodologies because of their sensibility. The model introduced here incorporates a plan thinking procedure, a client focused instrument to foster new ideas, items, and administrations [Brown, 2008]. Design reasoning includes an essential cycle to distinguish individuals' longings, unsatisfied necessities, and sentiments coming about because of connections with an item or administration. By placing customers at the center of design, the primary objective is to enhance quality of life [Vianna et al., 2011]. During the plan interaction, the originator goes through a course of reasoning, during which inside mental thoughts and the outside articulations of these thoughts are joined and outlined to make an idea [Cross, 1999]. According to Tim Earthy colored's methodology [Brown, 2008], plan thinking includes three fundamental stages, created through a recurrent cycle with persistent criticism between stages:

1. Inspiration. This stage focuses on identifying and comprehending a problem that has the potential to become a product or service, behaviors and attitudes are observed with the participation of experts from various fields, such as engineers, sociologists, and psychologists
2. Ideation. In this step, potential solutions to the identified problem are generated through brainstorming and sketching. Besides, prototyping is done and testing is performed to assess expected achievement and perceive potential changes. The best solutions are chosen based on their market, technical, and financial viability
3. Implementation. is the stage when the oering is brought to advertise. The organization's global vision is realized on the spot. Success depends on providing positive customer experiences. The Institute of Design at Stanford's strategy [IDS, 2010] suggests that there are four stages to the design thinking process: Empathize. Physical and close to home individuals' necessities are dened to comprehend the manners by which they imagine the world. Orderly perception is fundamental in this stage

#### **Purpose -**

The purpose of the information analysis is to identify connections and patterns in customer behavior.

Ideate. The previous steps are followed in the creation of concepts; techniques like: Bodystorming, mindmapping, prototyping, and brainstorming are all used.

Prototype. Iterative age of arrangements, where models are assembled attempting to achieve the recently created insights.

Test Exhibition and testing with potential customers to determine whether or not something might be accepted. e created bits of knowledge are considered for input and legitimate changes.

**Promoting intelligence-** Customer experience is inuenced by inward as well as by outside factors. Consider the company's external environment for a more comprehensive understanding [Petermans et al., 2013]. In this unique circumstance, a promoting knowledge (MI) system can give a market-driven point of view, delivering important experiences with respect to rivalry, innovation, and social patterns in specic market spaces. [Aaker et al.,] "is a future-oriented activity that provides reliable, timely, and objective business knowledge, adding value to the development of a business environment." 2003; [Jenster, Solberg, 2009] MI helps a company, its customers, competitors, markets, and the industry as a whole comprehend, investigate, and evaluate the external environment in relation to events;

Additionally, MI enhances the decision-making process. It enables businesses to anticipate changes and effectively respond with novel products or services and provides useful information for identifying opportunities and threats. As a result, it is regarded as one of the fundamental capabilities for driving retail success and gaining a competitive advantage [Obeng et al., 2015]. MI has dierent spaces connected with two essential regions: Marketing research and database marketing/customer relationship marketing (Figure 1) The MI process can be as broad or as narrow as a business needs it to be, and the information it produces tends to bring about change. Our exploration coordinates a MI

approach that follows the ve-stage insight pattern of [Jenster, Solberg, 2009]. It is critical to underline that responsibility from top administration is pivotal for supporting this MI cycle. Likewise, while creating MI movement the size of the firm is additionally significant.

Methodology Shopping Experience Design Model Based on the above literature review, we propose a model called the Shopping Experience Design, which combines the features and steps of both the MI and design thinking methodologies. Small businesses are less sensitive to the reliability and diversity of all information sources [Cacciolatti, Fearn, 2013].

This study contends that combining these two approaches can assist retailers, particularly supermarkets, in comprehending the requirements of customers during the shopping process. It also thinks that technology is a part of creating a better experience for customers and, as a result, improving organizational performance. The primary objective is to assist businesses in developing service solutions that improve customer satisfaction. Figure 1. Marketing intelligence's domains include forecasting future trends and needs, monitoring stakeholders, building brands, identifying target markets, creating new products, and quantitative and qualitative market forces analysis. put together by the authors.

### The Shopping Experience

Design model centers on the customer experience. Advertisers and planners can utilize this model to enhance the collaborations among stores and their clients and increment consumer loyalty. In the model, we imagine current and potential trends in which technology applications may have a significant impact. This approach could be considered an inventive strategy to comprehend and acquire experiences about clients while connecting with a service. The model includes six phases, beginning with MI as the focal hub. In order to enhance the user-centered design process, MI is then incorporated into various stages of the design thinking process. This model requires the coordinated effort of multi-utilitarian groups, including advertisers and originators.

### III. CASE STUDY

The Shopping Experience Design model was applied to a company that has been a leader in the Mexican supermarket sector since 1968 and should be promoted continuously among phases. This company currently owns and operates over 674 stores nationwide. At the time of this study, it was changing its corporate identity and was Monterrey's second-largest retailer of product variety. This company will be called "Opportunity" for privacy reasons. We should point out that the market we propose to target is primarily young. Currently, emerging-market cities are home to 2.6 billion people, or one third of the world's population. By 2030, there will be 3.9 billion people living in Singapore, while the number of people living in developed market cities will only increase by 100 million [Capizzani et al., 2012]. Mexico's expanding middle class makes it a promising location for retail. In 2015, the retail area became by 5% [Euromonitor, 2016b]. It is anticipated that it will continue to rise in tandem with the expanding middle class: 3.8 million families are supposed to become working class by 2030 [Euromonitor, 2015]. This store has a few dependability programs, including giveaways, advancements, conveyance shopping, telephone requesting and concurrences with different associations. Its principal program is a prize framework, wherein clients can exchange cumulated focuses for specific items. The store, on the other hand, has struggled to keep customers in recent years, particularly given their variety of channels (such as online, telephone, and traditional brick-and-mortar stores). In the meantime, Monterrey has seen a rapid increase in the number of small stores that are successfully competing with the large supermarkets near consumers' homes. In light of this circumstance, Opportunity made the decision to investigate a brand-new approach to enhancing the shopping experiences of customers and establishing a culture of customer satisfaction within the business. We'll go over each stage of the Shopping Experience Design model as it was applied to the study of the "Opportunity" company in the following section.

**Stage 1** of Results Deepening stage is centered around the arrangement of the MI Cycle: Arranging and Direction Planning ought to remember the exercises and individuals for charge, yet in addition the allotment of assets and checking markers. This action was created adjusted to the specific needs of the organization in question. Information Collection Primary and secondary data were gathered with the intention of determining changes in the market from



2012 to the present. The company's four main rivals were identified, and their primary methods for attracting and retaining customers were categorized in terms of technology, service management, and advertising. The information was gathered by looking at the websites of the rivals and going to supermarkets. We also looked at statistical databases and reports, as well as academic papers on innovation and market trends. AnalysisBy examining the outcomes acquired, we had the option to gather the accompanying experiences .Delivering Outcomes and Evaluation examination verified that the primary contenders of 'Chance' have zeroed in their procedures on giving better shopping process administrations through both physical and computerized arrangements. Portable innovation has turned into a fundamental piece of shoppers' ongoing ways of life. e rivalry for greater support in this industry will keep on filling before long.

**Stage 2.** Recognize During this stage, we evaluated the company's philosophy, target market, plans for the future, and changes in the external environment. Currently, Opportunity's mission is to foster the growth of long-lasting relationships with customers, society, and the environment in order to meet customers' requirements for products and services. The best possible customer experience and a welcoming workplace are the company's goals. As to showcase division, this organization serves the working class (C/C-level).

**Stage 3.** Explore tools like client tour mapping and touch-point analyses were used to figure out where the supermarket could use some improvement. Shop-and-move decisions , the store entrance , product searche, payment for products , and product movements were some of the primary touch-points identified,. We observed 110 people shopping in the store on various days and times. In addition, a lot of these customers agreed to be interviewed to talk about the aspects of their buying process. Based on this analysis,

**Stage 4's** practicality and ease of finding promotions and delivery options were found to be the most significant factors during the shopping process. The inspiration stage involved coming up with ideas and then coming up with solutions that were based on previous analyses. The original idea was to create a digital tool that would make customers' shopping experiences better: an application to work with correspondences among clients and the grocery store in regards to items, administrations, and advancements oered.

**Stage 5.** During the transform stage, smartphone app sketches were created. Taking into account every aspect of an app, the designs were initially developed with Corel X7 design software. As outlined in past areas, the Shopping Experience Configuration model (Figure 2) advances criticism among stages where the top administration should be focused on the cycle. erefore, prior to testing the model planned, leaders from 'Opportunity' gave us criticism and proposals that were incorporated into the application. After this requirement was satisfied, the prototype design was put through testing to see how customers responded. The proposed app lets customers move between store departments and see what's on sale every day . The additional features, which were included in the prototype, were well received. internet shopping including item conveyance to the client's home, and a protected taxi administration in the event that the client likes to go to the store .Both of these additional features can be added to the total cost of the purchase. 76% of the people interviewed said that this digital resource would make shopping easier and more enjoyable for them by making the process more user-friendly. Additionally, they suggested that, in addition to home delivery, it would be beneficial to incorporate features like product location, discount monitoring, and taxi services.

**Stage 6.** The involved development company would be in charge of future implementation.

#### IV. CONCLUSION

The proposed Shopping Experience Design model outlines a design activity from a broader perspective by taking into account two fundamental methodologies: configuration thinking and MI. Components from the two procedures are coordinated into a synergic and recurrent model in which client experience is focal. It is possible to acquire a deeper comprehension of the expectations of customers and identify the external events that may strategically influence the design by employing this strategy. The proposed model encourages the use of technology to enhance customer

interactions and experiences, and we demonstrated that this methodology can be used to improve the customer experience produced during the shopping process. We also demonstrated that the use of technology is a key factor in the creation of strong and enduring relationships between people and products or services. Applications include smart phone apps, aisle hologram systems, and intelligent advisors. The Shopping Experience Design model works, according to our research. e aftereffects of testing it for our situation review gave significant bits of knowledge that prompted the improvement of a creative arrangement that was acknowledged by 76% of the clients associated with the review.

Our testing demonstrated that this approach can significantly enhance the shopping experience. The aforementioned findings emphasize that the customer experience and the utilization of technology are fundamental factors in attracting and retaining customers. Our review has suggestions for chiefs in business system, showcasing knowledge, as well as retail practitioners. is paper introduced a methodology in view of a proposed hypothetical model. This model was put to the test in one retail establishment, for which we developed a specific technological solution. Be that as it may, future exploration ought to include testing the application in additional parts of the organization, adding more highlights to the application, or in any event, applying it to different sorts of retail administration figure areas of strength for making persevering through connections among individuals and items or administrations, and that the client experience delivered during the shopping system can be improved by means of this methodology.e proposed model advances the utilization of innovation to further develop client communications and encounters. Instances of utilizations incorporate applications for advanced mobile phones, visualization frameworks in paths, and smart counsels.

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