

# CUSTOMER EXPERIENCE

## Waiting Time

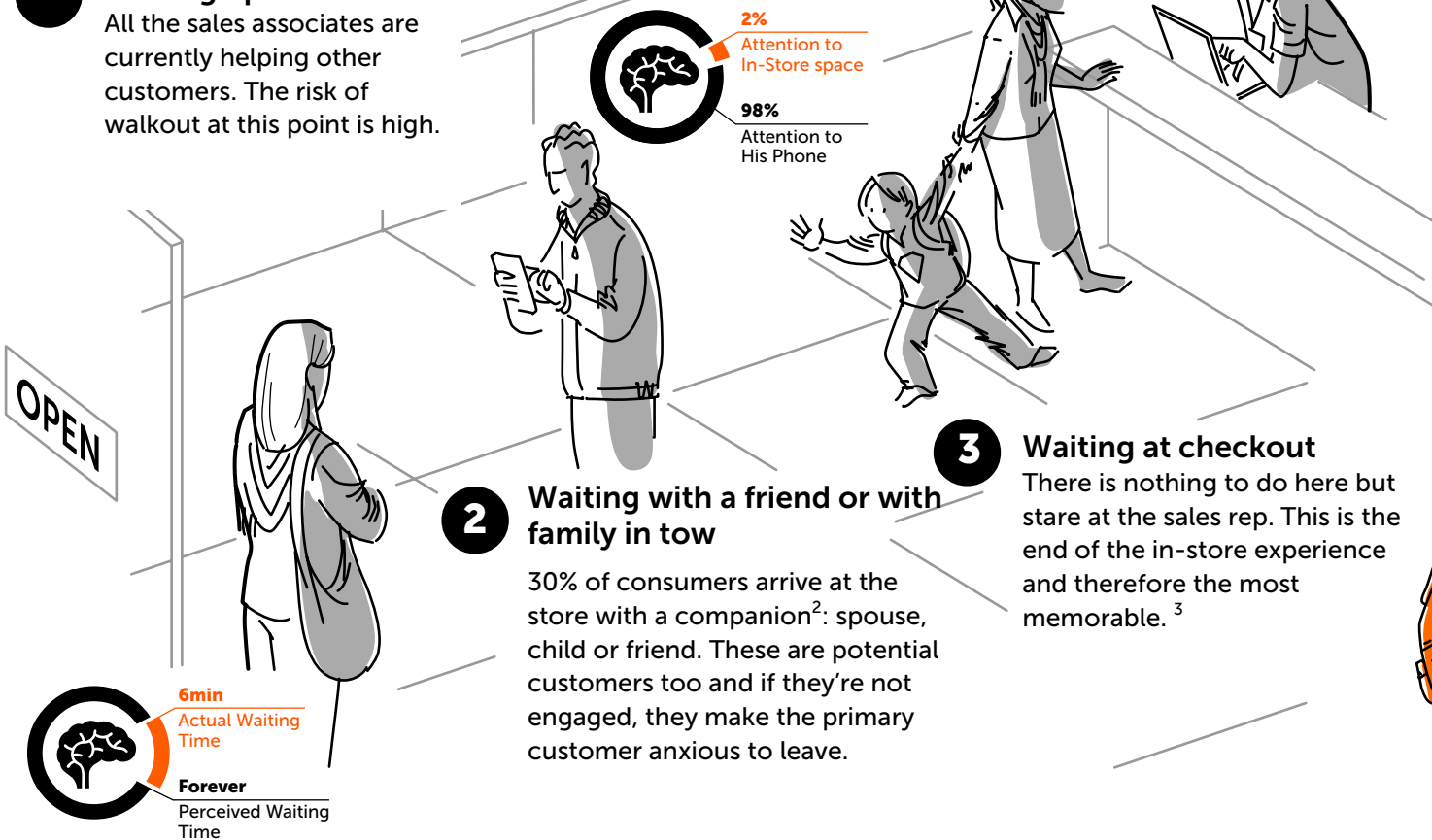
One of the major deal breakers in retail is waiting time. If the wait's too long, it can be fatal for both sales and the customer experience. Actual wait time is less important than perceived wait time, though, so the key is to engage the customer and offer value while they wait.



So, the 3 very common scenarios...

### 1 Waiting upon arrival

All the sales associates are currently helping other customers. The risk of walkout at this point is high.



### 2 Waiting with a friend or with family in tow

30% of consumers arrive at the store with a companion<sup>2</sup>: spouse, child or friend. These are potential customers too and if they're not engaged, they make the primary customer anxious to leave.

### 3 Waiting at checkout

There is nothing to do here but stare at the sales rep. This is the end of the in-store experience and therefore the most memorable.<sup>3</sup>

Therefore..

### 1 Sales staff or a dedicated concierge should acknowledge customers waiting and point them toward the in-store activities.<sup>1</sup>

### 2 In order to keep people in the store, you should offer a place to sit as well as things to do while waiting, which shortens perceived wait time.

