

2014 UK RETAIL RESEARCH

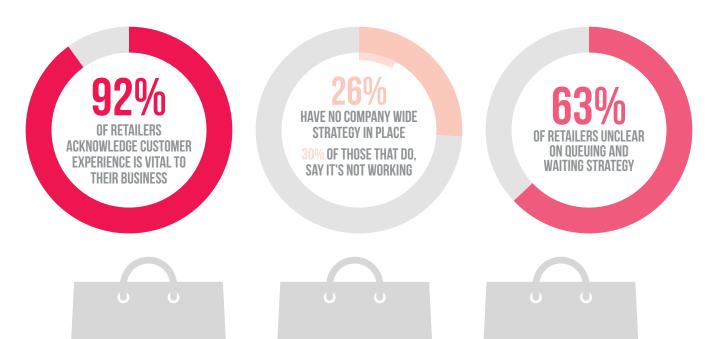
Great Expectations

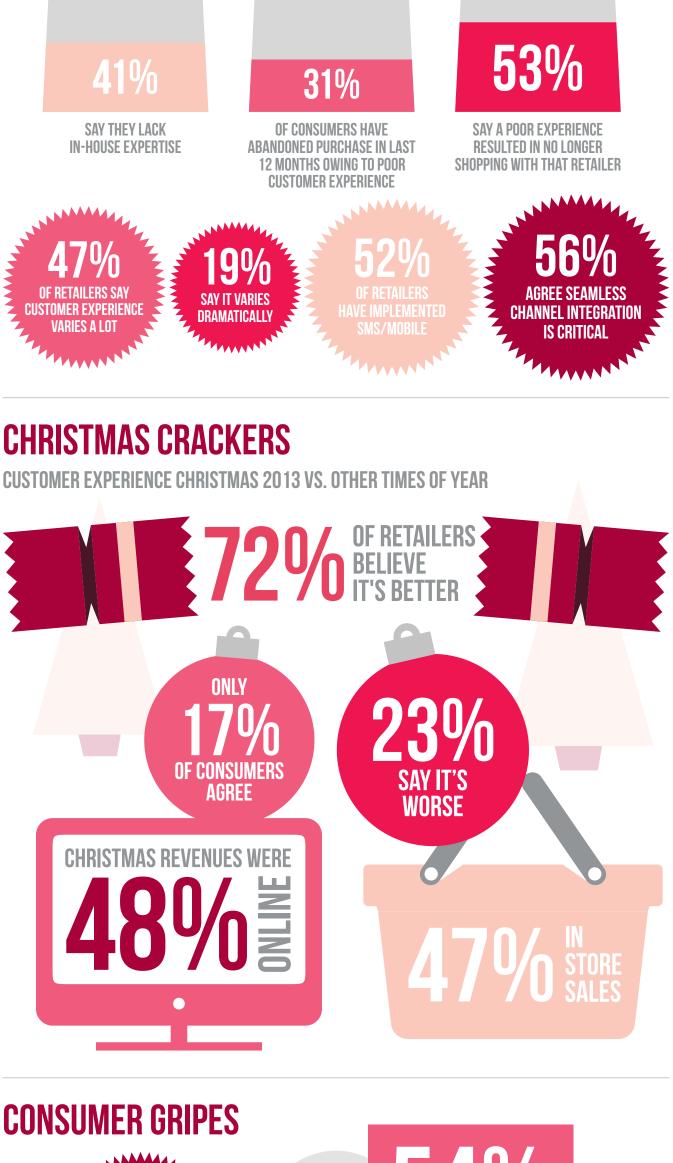
IN-STORE IS CRITICAL



27.56% OF RETAILERS STRUGGLE **22.**

CUSTOMER EXPERIENCE







IN-STORE CUSTOMER TURN-OFFS

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59% Long Queues

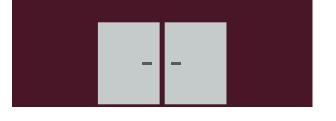
21% UNFAIR QUEUES

RETAIL BRICKS & CLICKS



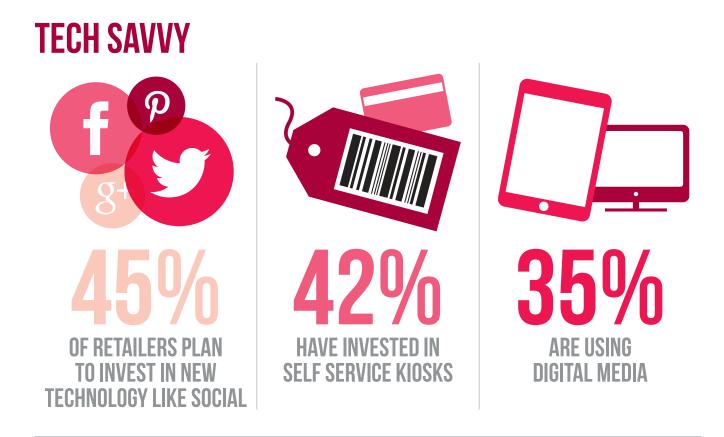






50%

PLAN TO INCREASE NUMBER OF STORES



research.qmatic.com

Data: Survey of 100 UK retail decision-makers in organizations with both online and offline channels and 500 consumers who shop online and offline. Conducted by Vanson Bourne for Qmatic, February 2014