

## Consumer Buzz

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### An Ultra-Personalized Customer Experience

*Ann-Marie Vazzano*

Three-quarters of retailers plan to ID customers in the store by their smartphones via WiFi by the end of 2019, according to Boston Retail Partners' POS/Customer Engagement Survey. Eight in 10 retailers surveyed will also make purchase suggestions to customers based on items they've bought in the past. This year, retailers say their top priority is identifying customers to create a more personalized experience. Currently, 34% of retailers offer loyalty-based personalized rewards, 18% say they'll offer this service in the next year and 21% will offer it within the next one to three years. **GP**