

Consumer Buzz

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Who Knows More?

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Nearly eight in 10 (79%) of consumers say knowledgeable store associates are important or very important, according to a recent survey from mobile application platform Tulip Retail. However, 83% of shoppers believe they're more knowledgeable than associates. Here's a look at some other key findings:

- Approximately 50% of shoppers said a knowledgeable store associate who's able to suggest products based on purchase history would encourage them to shop in-store.
- 72% who dealt with a store associate who uses a mobile device to provide things like product info, credit card checkout and inventory lookup said it resulted in a better shopping experience.
- 73% would be interested in having a store associate text or email them about the status of their order or that their order has arrived in the store.
- 53% believe store associates are either valuable and helpful or very valuable and helpful. **GP**