

In-Store Clienteling and CRM Technology on Customer Behavior: Evidence from Field Research

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Abstract

Retailers invest in technologies that help connect with and create value for their customers in an attempt to strengthen their relationships with customers. As brick and mortar store retailing faces intense competition, retailers adopt various technological tools and automation systems that facilitate better shopping and purchase experience for customers, such as faster checkout, improved layouts that customers can navigate efficiently, personalized product recommendations, and augmented reality mannequins. These technological investments help retailers keep up with changing consumers' expectations and connect with them effectively, with the broad goal of increasing customer engagement. The focal multichannel retailer of our study implemented an in-store clienteling technology with the goal of arming store associates with customer information so that they could serve the retailer's customers better. Leveraging *a natural experiment* research design and a unique *actual* customer transaction dataset from a U.S. based multichannel retailer that implemented an in-store clienteling technology, we empirically examine the causal effect on customer behavior at the *individual customer level*. Based on the results, the authors offer prescriptions for retailers on how in-store clienteling technology can aid store associates in engaging with customers and how retailers can engage with different customer segments.

Speaker Profile

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