

Brick-and-mortar retail shines on its own, without the gimmicks

In recent years, retailers have been testing out vast experiential elements to entertain shoppers and showcase brick-and-mortar stores in a new light. Little did they know, physical locations already did that on their own, [without the gimmicks](#).

In a post-pandemic retail setting, shoppers have returned to stores at a rapid rate. And it's a proven fact. More than 16,000 new stores have opened in the last two years and last year, retail sales hit \$6.183 trillion, up 11% from the year before.

While brands are still finding success in certain experiential elements, it has now become a priority to focus primarily on customer service elements. A personalized customer experience is sure to always make a notable impression among consumers.

These high-touch customer service elements put a new light on the traditional shopping experience. In the digital world we live in today, consumers crave personalized, in-person interactions with the brands they know and love.

An example of this is Boll & Branch, a luxury bedding company and former DTC business, who is finding key ways to create more intimate moments with their shoppers in stores. The retailer creates a unique customer service experience, starting first with the people they hire. Boll & Branch store associates will offer to visit customers' homes to set up their bedding, in order to provide a memorable retail interaction and personalized experience. Interactions like these can make a lasting impression to shoppers.

These customer service experiences are easier to provide now with the help of technology. With data metrics, brands can look into a customer's buying history to help better understand what they are looking for. Technology creates more touchpoints between the customer and retailer to build a better, more consistent relationship.

Customer service provides the ability to develop and nurture customer relationships over a long period of time, bringing in immediate sales and long-term loyalty. While many gimmicks and trends are common to test out in a physical setting, one thing can always stand true to the test of time - a meaningful customer service experience.

Source: [Brick-and-mortar Retail - Fast Company](#)

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