



# Reimagining Retail: Retail Sales Associate & Consumer Insights

Thursday, November 19, 2020

Presented by:

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**ARE YOU  
READY?**

## Agenda

<b>Study Focus, Background and Summary</b>	<b>3-7</b>
<b>RSA Study Detail</b>	<b>8-18</b>
<b>Consumer Study Detail</b>	<b>19-34</b>
<b>RSA Anecdotal Feedback</b>	<b>35-41</b>
<b>Retail Consumer Feedback</b>	<b>42-43</b>

# US Research Overview

Research focus is on holiday planning for retailers and manufacturers by conducting focus surveys with Retail RSA's and CE consumers.

Goal of the research is to help CE retailers and manufacturers prepare and meet the needs of the Retail Sales Associate (RSA) and Consumer this holiday season.

Identification of RSA is protected, Retailer names have been removed. If Retailer would like their individual results we will provide confidentially, on request.

RSA Research was conducted in August and October 2020 through the SellPro App & Consumer Research conducted in April, May, June, August and October by CMSS



FOCUS ON PHYSICAL  
RETAIL STORES



FOCUS ON CONSUMER  
ELECTRONICS



FOCUS ON CURRENT AND FUTURE  
IMPACT OF COVID-19

# Focus, Key Takeaways & Discussion Topics

## Health & Safety



## RSA / Consumer Interactions



## Consumer In-Store Experience



# Retail & Consumer Comparisons

## Health & Safety

### RSA Reported

How would you rate the health and safety consumer experience in your store on a scale of 1 to 5? (1 being less than ideal/poor and 5 being awesome)

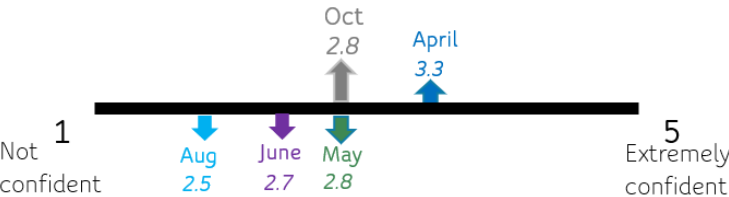


Have you made any changes?

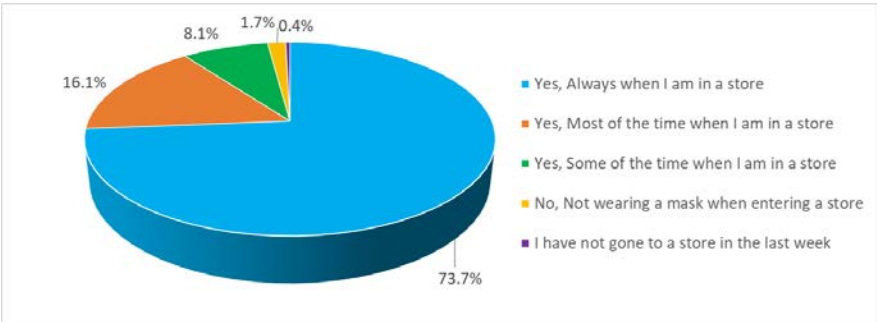
	Oct-20	Aug-20
Yes, I am required by my employer to make changes by (standing further away, wearing gloves or mask, etc.)	77%	81%
Yes, I am not required but I have made a personal decision to make changes to my approach (standing further away, wearing gloves or mask, etc.)	16%	12%
No, I have not made any changes to my approach	7%	7%

### Consumer Reported

What level of confidence do you have that retail stores that carry consumer electronic products will be a safe and healthy place to shop (between now and the end of the year)?



Are you wearing a mask when entering a store?



### Takeaway

Consumer confidence is improving but still a large expectation gap between consumer and RSA

PPE use is similar in consumer and retailer execution

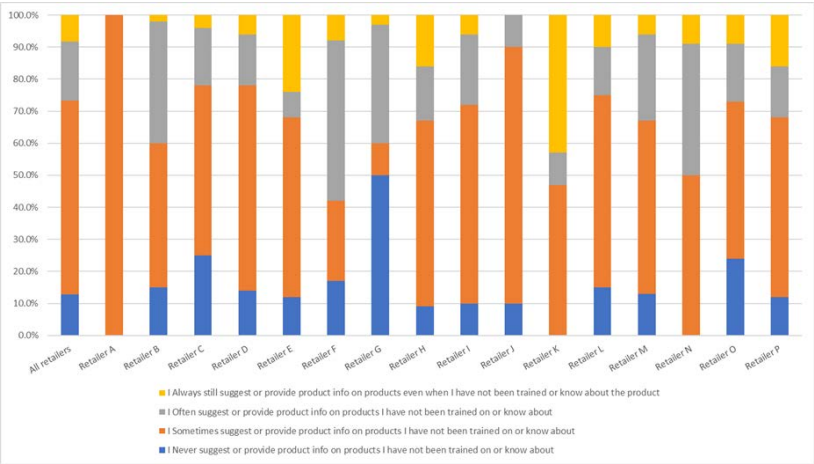
# Retail & Consumer Comparisons

## RSA & Consumer Interaction

### RSA Reported

78% of all consumers inside the store are seeking out RSA's assistance before making the purchasing decision

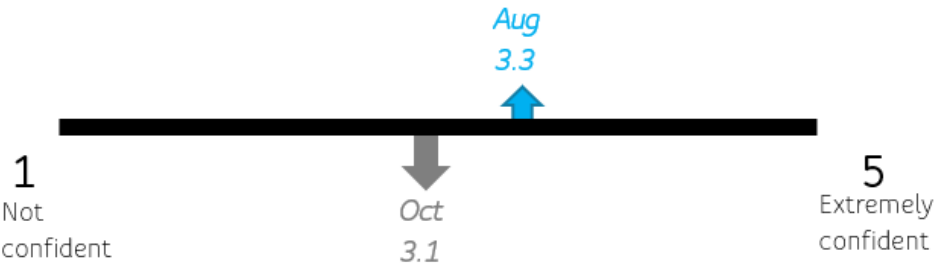
86% of the time the associate is impacting the consumer purchase without knowledge or training on the product



### Consumer Reported

83% of consumers want to interact with an RSA before deciding what to buy

Based on your last in-person visit for a Consumer Electronics product, rate your confidence that the information provided by the Retail Sales Associates was accurate and reliable.



### Takeaway

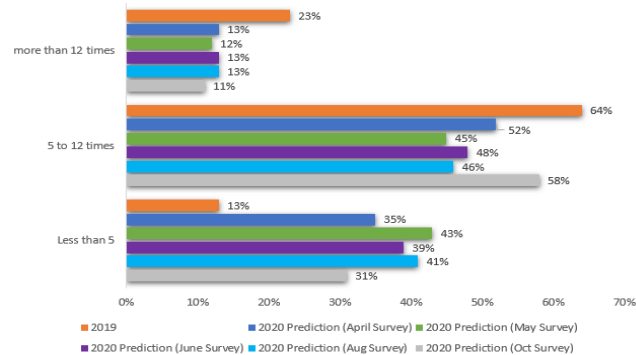
Similar Feedback, consumers still want the RSA to assist them with making a purchasing decision

Knowledge of the RSA is critical, consumers rely on honest and reliable recommendation and information

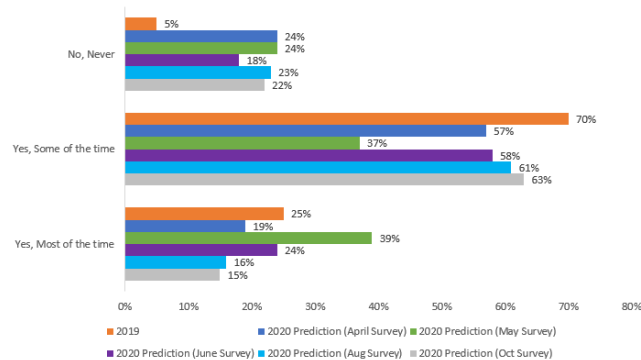
# Consumer Path to Purchase

## Consumer Reported

Based on how you feel today, how many times will you go to a physical retail store to buy a consumer electronics product in the next 12 months?



Based on how you feel today, when you shop for consumer electronic products in the future, will you interact with a display (such as trying on headphones, playing a game, or pressing buttons on a talking display) before deciding what to buy?



## Summary

69% expect to go to a physical retail store 5+ times over the next 12 months

78% of consumers want to interact with displays in-store

54% of consumers interacted with a display on last shopping visit

91% of customers want to use their mobile device, inside a retail store

## Takeaway

Investing in the consumer store experience is worthwhile

Health & safety solutions for interactive displays needed

Possible use of own device to control display interaction

Increased consumer understanding of antimicrobial lighting solutions

# Retail Sales Associate (RSA) Research

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AUGUST & OCTOBER 2020

# RSA Prerequisite



When did you start working in the store,  
where you are currently employed?

Experienced RSA's that started December  
2019 or before only included

In your interactions with customers in the  
last 7 days, approximately how many  
customers did you personally interact  
with daily?

	Avg. # of daily consumer interactions			
	excluded from study	Included in study		
	Under 10	11-20	21-40	41+
All retailers	10%	17%	25%	48%

All RSA's that did not report interacting with at  
least 10 customers per day, were excluded from  
the survey

Data Source: SellPro RSA Database

# RSA Behavior

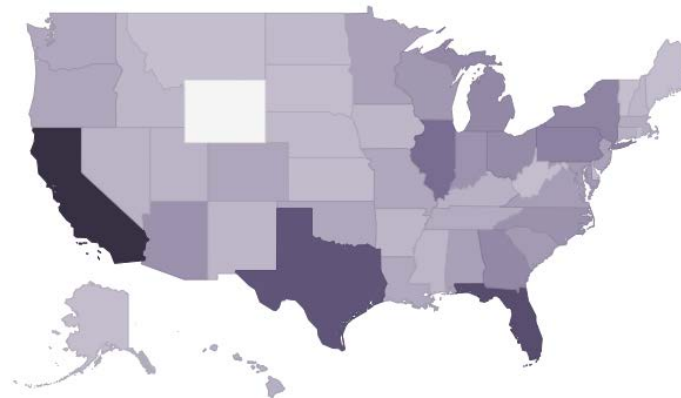
93% Associates are interacting with consumers with additional health & safety measures\*

RSA's were asked about current in-store interactions with consumers in regard to health and safety / PPE

In your interactions with customers in the last 7 days, have you changed the way you interact with the consumers when compared to pre-covid time frame?

	Oct-20	Aug-20
Yes, I am required by my employer to make changes by (standing further away, wearing gloves or mask, etc.)	77%	81%
Yes, I am not required but I have made a personal decision to make changes to my approach (standing further away, wearing gloves or mask, etc.)	16%	12%
No, I have not made any changes to my approach	7%	7%

2 retailers represent 69% of the no changes answer  
Midwest states represent 78% of the no changes answer



Heat map  
"Yes"  
responses by  
State

Data Source: August & October 2020 RSA Survey, SellPro

# Consumer Behavior, Reported by RSA

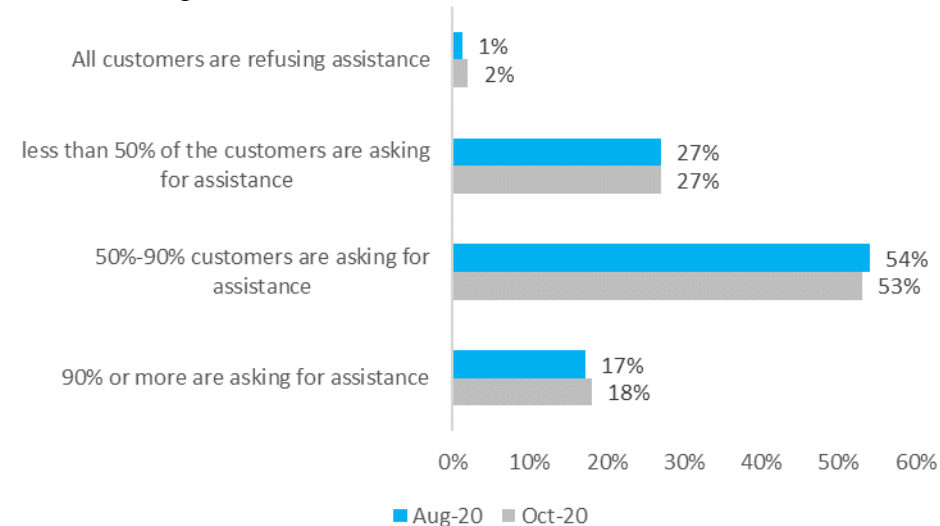
78% of all consumers inside the store are seeking out RSA's assistance before making the purchasing decision

RSA's were asked about current in-store interactions with consumers



In your interactions with customers in the last 7 days, what % of the consumers, you are interacting with, are asking for assistance in the decision-making purchase process?

All RSA's by retailer combined



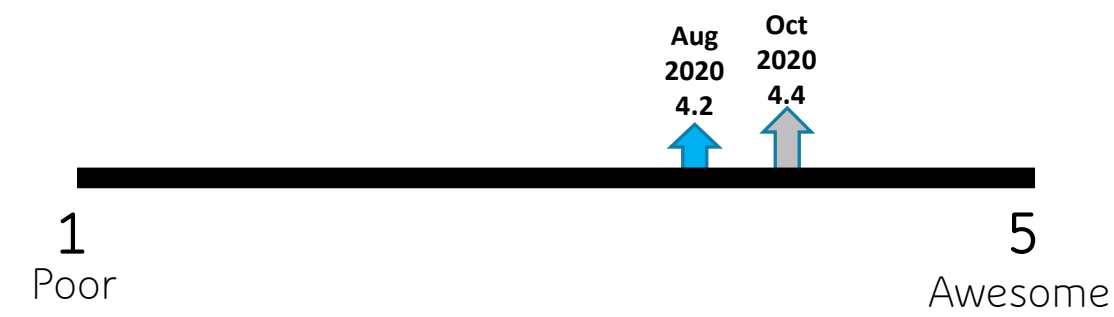
Data Source: August & October 2020 RSA Survey, SellPro

# RSA Sentiment on Health & Safety In-store

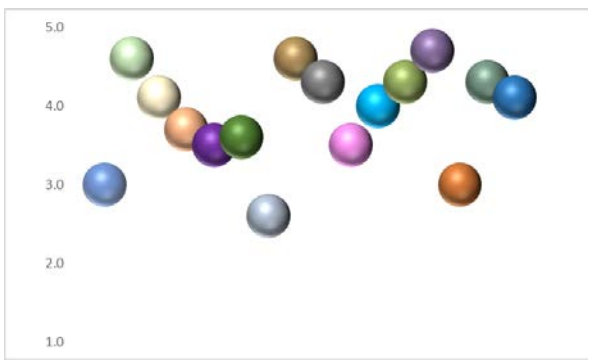


10 out of 16 retailers scored 4.0 or above

RSA's answered:  
How would you rate the health and safety consumer experience in your store on a scale of 1 to 5?  
(1 being less than ideal/poor and 5 being awesome)



Highest rating achieved by 1 retailer 4.8  
Lowest rating achieved by 2 retailers 3.0



Each bubble represents one retail chain

Data Source: August & October 2020 RSA Survey, SellPro

# RSA Sentiment Appreciation by Employer

Consistent feeling from RSA's  
over Aug - Oct 2020

Do you feel appreciated by management for  
putting yourself at risk while performing your job?

	Oct-20	Aug-20
Yes, I feel appreciated by our local mgmt. and corporate office	26.5%	26.3%
Yes, I feel appreciated by our local management	35.3%	36.4%
NO, I don't feel appreciated	31.1%	31.0%
N/A I do not feel that I am putting myself at risk by working in retail	7.1%	6.3%

31% of RSA's do not feel appreciated

RSA's were asked about current feelings and influences



What if any COVID-19 related factors are influencing your performance  
and/or availability to work in your store?

(pick all that apply)

Only 1.2% of RSA's said that Covid has no factor in their work performance

	Oct-20	Aug-20
Health of family or close friends	54.7%	52.5%
Economic challenges	43.8%	45.1%
Personal illness or risk to personal health	38.8%	38.1%
PPE challenges / Don't have enough supplies, don't like to wear a mask, etc.	22.8%	24.2%
Having to provide childcare for school aged children that are schooling at home	19.3%	20.2%
Other	12.0%	13.0%
No Covid factors	5.4%	4.6%

Other comments include in order of frequency of answer:

"I don't like wearing a mask"

Customers not willing to wear masks, Mgmt. not enforcing

"I have to work 2 jobs now because of less hours per employer offered."

Daycare issues for non school age children

Depression / Stress / Anxiety

Pregnancy

Stock Availability

Kids coming in store, after attending school with no mask

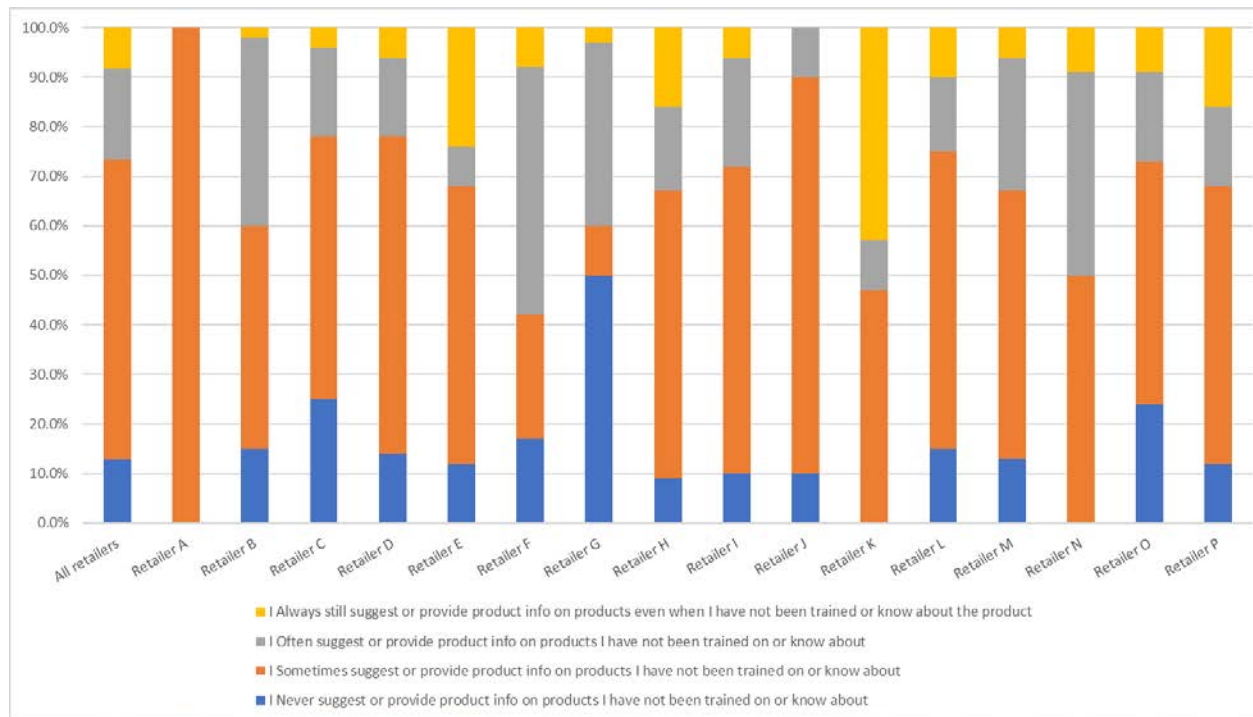
Data Source: August & October 2020 RSA Survey, SellPro

# RSA Sentiment Training

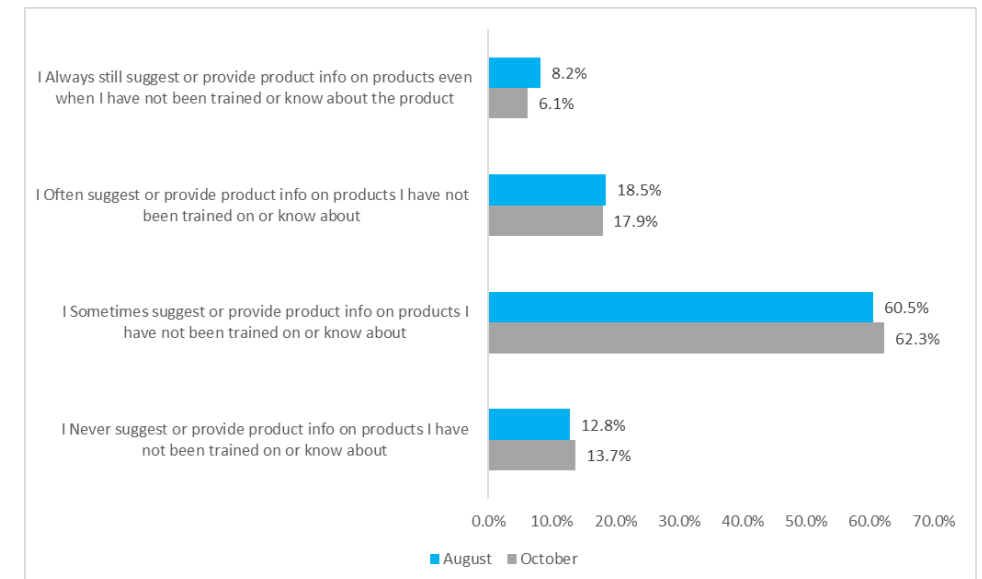
## RSA Influences on the consumer

How often do you suggest products for which you have received no training or have no knowledge on?

86% of the time the associate is impacting the consumer purchase without knowledge or training on the product



## All Retailers Combined



Data Source: August & October 2020 RSA Survey, SellPro

# RSA Sentiment Training

## RSA Influences on the consumer

Training & Seeding product with RSA's impact the rate of recommendation 76% of the time

55% of retail staff indicate that owning/using the product influences what they recommend to a customer, second to training at 21%



Which of the following factors MOST heavily influences your product knowledge and willingness to recommend a product to customers?

Owning and using the product.	55%
Bite-sized ongoing training on the product.	10%
Extensive training on the product.	11%
Feedback from customers and colleagues.	8%
In-store relationship with the brand rep.	6%
Spiff or bonus tied to sales	5%
Tech blogs and reviews.	2%
Store or department sales goals.	2%
Other	1%

Data Source: August & October 2020 RSA Survey, SellPro

# RSA Holiday Readiness Sentiment

RSA's were asked about training and knowledge for new products launching this holiday



Do you feel that you have or will receive sufficient product training from your employer/retailer to effectively help customers for holiday (now thru Dec 31)?

	Yes	No
<b>All Retailers</b>	<b>69%</b>	<b>21%</b>
Retailer A	100%	0%
Retailer B	100%	0%
Retailer C	0%	100%
Retailer D	74%	26%
Retailer E	78%	22%
Retailer F	59%	41%
Retailer G	35%	65%
Retailer H	83%	17%
Retailer I	62%	38%
Retailer J	55%	45%
Retailer K	90%	10%
Retailer L	77%	23%
Retailer M	69%	31%
Retailer N	100%	0%
Retailer O	77%	23%
Retailer P	78%	22%



Specifically for new products that are launching after Oct 1 and prior to December 2020 (Holiday shopping) with the current restrictions that are in place, how can training realistically take place at your store?

<b>PC-based</b> learning management system with pre-recorded video or written training content	34%
<b>App</b> on my own mobile device with pre-recorded video or written training content	32%
<b>In-person</b> at our store – we will make it work to find space and distance while still getting in-person training	14%
<b>Live Zoom</b> / conference calls – live with ability to ask questions on the new products but remotely	13%
<b>Provide demo product</b> or training deck to our store manager so we can learn by use of the product from our manager at the store	8%
Other	1%

66% of RSA's say that digital (PC/APP) training is needed now for Holiday in 5-15min. pieces

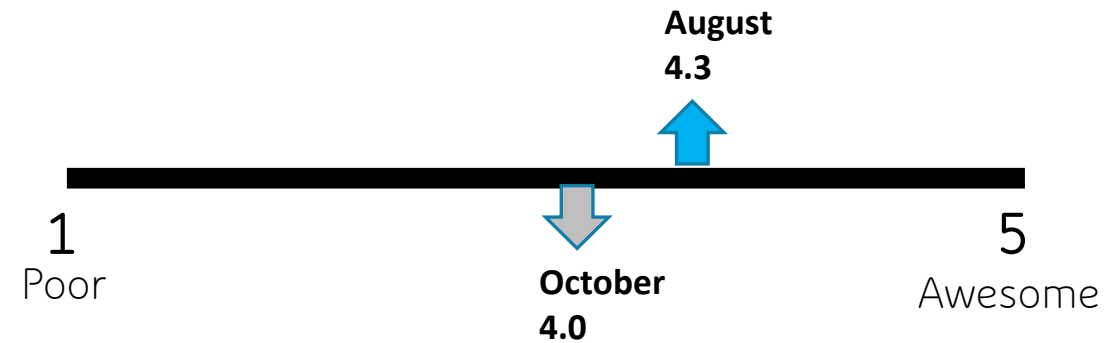
Data Source: August & October 2020 RSA Survey, SellPro

# RSA Sentiment Preparation for Holiday

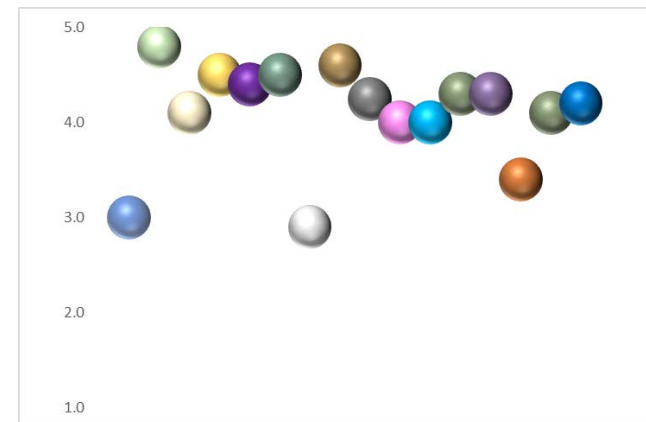


11 out of 16 retailers showed a decline in RSA confidence (from Aug to Oct) to meet consumer needs for holiday

Rate your confidence to meet the needs of the consumer for holiday shopping on a scale of 1 to 5? (1 being less than ideal/poor and 5 being awesome)



Highest rating achieved by 1 retailer 4.8  
Lowest rating achieved by 1 retailers 2.9



Each bubble represents one retail chain

Data Source: August & October 2020 RSA Survey, SellPro

# RSA Sentiment Training

RSA's were asked to provide insight on training year round

Regardless of what training is provided or restrictions there may be, by your retailer, what is your preferred method to receive product training?

	Oct-20	Aug-20
<b>An app</b> on my own mobile device	34%	33%
At my store <b>in person</b> by brand trainer	31%	30%
<b>PC-based</b> learning management system	22%	22%
<b>Live webinar</b> conducted by brand trainer, with live Q&A	6%	8%
Outside of my store in a <b>face to face</b>	5%	6%
Other	2%	1%

What is your preferred training course/session length?

	Oct-20	Aug-20
Under 5 minutes	33%	32%
6 to 15 minutes	38%	39%
16 to 30 minutes	19%	20%
Over 30 minutes	10%	9%

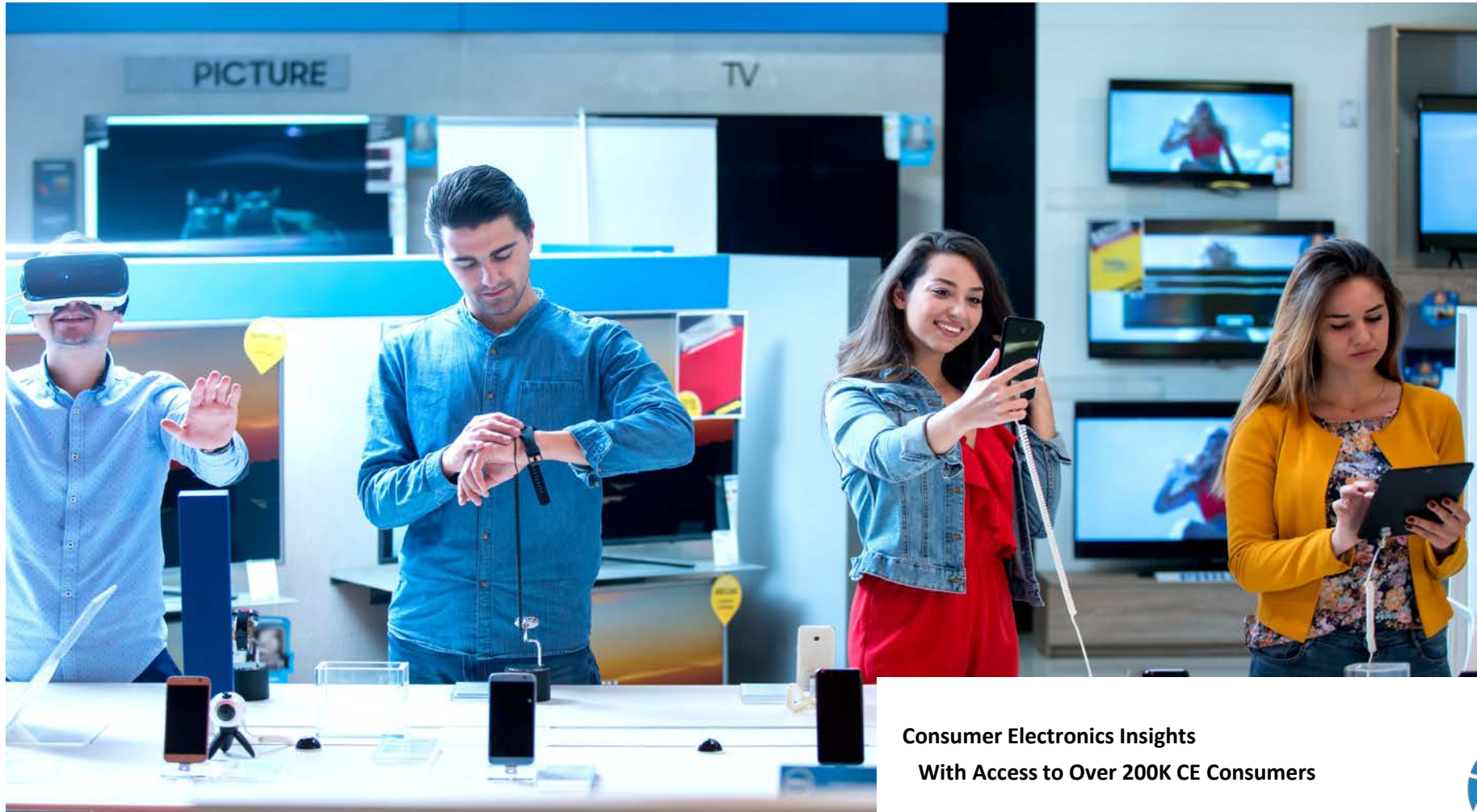
56% of RSA staff prefer digital training over all other methods



Data Source: August & October 2020 RSA Survey, SellPro

# Consumer Research

## April – October 2020



**Consumer Electronics Insights**  
With Access to Over 200K CE Consumers



# Consumer US Research Overview

One of the only very focused research studies on physical retail CE shopping behavior impact from Covid-19

This is fourth in a series of 5 reports tracking CE consumer shopping behavior

- First survey took place between April 24-28, 2020
- Second survey took place between May 29-31, 2020,
  - Unplanned, this fell on a timeframe where consumers were protesting for BLM and retail vandalism took place nationally with many retail stores reducing hours or closing.
- Third survey took place between June 26-30, 2020
- Fourth survey took place between Aug 25-30, 2020
- Fifth survey took place between Oct 28-31, 2020



FOCUS ON PHYSICAL  
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FOCUS ON CURRENT AND FUTURE  
IMPACT OF COVID-19 & BLM

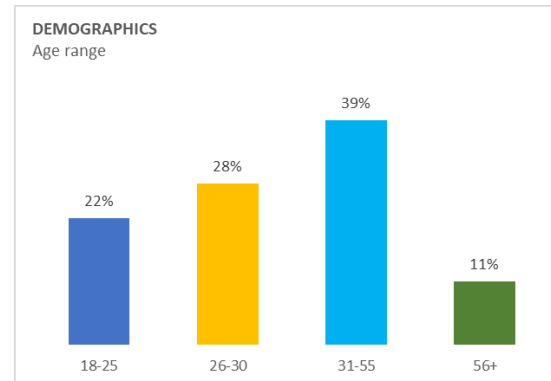
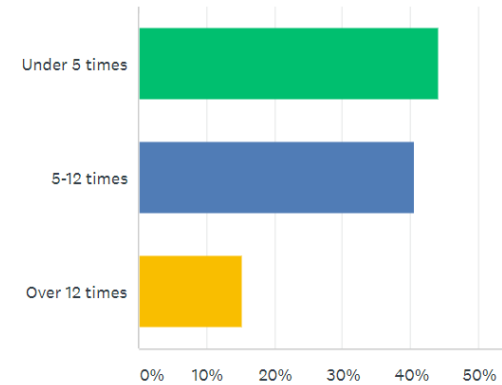
# Consumer Prerequisite

Included only consumers that had shopped & purchased CE products from a store 5 or more times in 2019

18 or older

All 50 US States included

How many times in 2019 did participant shop & purchase a CE product from a physical retail store?



Data Source: April 24-28, May 29-31, June 26-30, Aug 20-25 & Oct 28-31 CMSS Consumer Survey

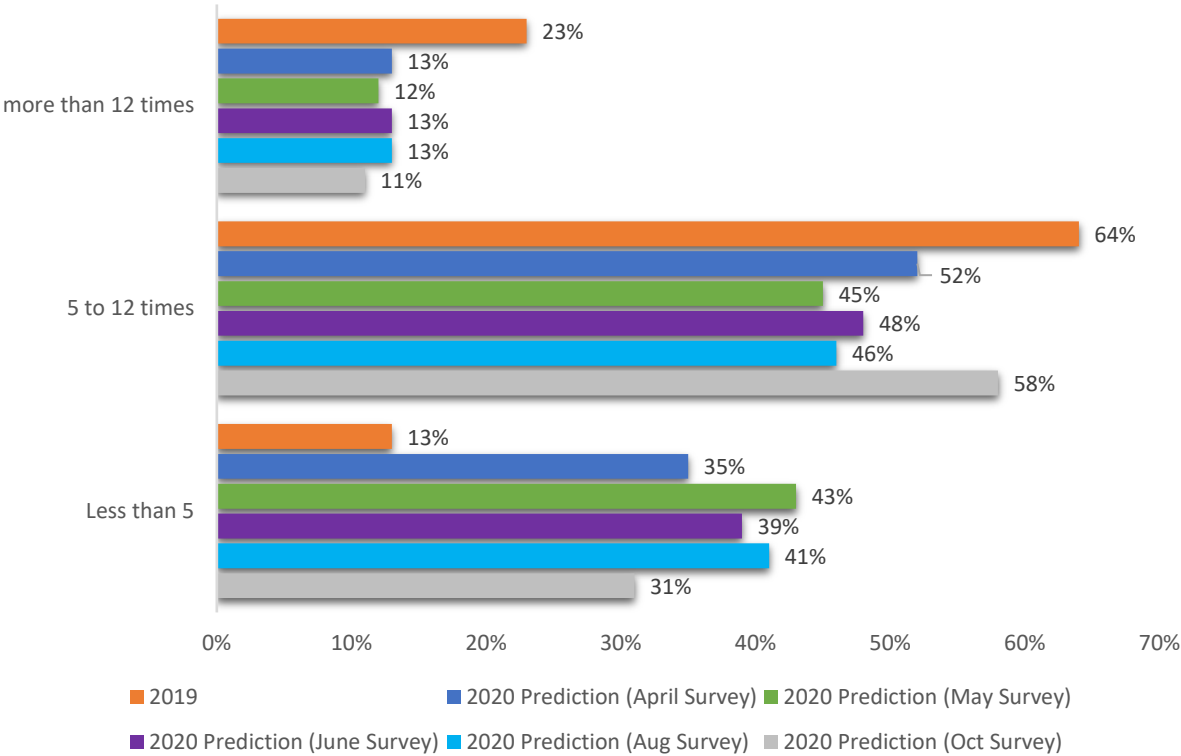
# Future Behavior Perception

69% expect to go to a physical retail store 5+ times over the next 12 months; UP 10% since Aug

Frequency and duration of visits are expected to less often and shorter

Consumers were asked what they planned to do in the future

Based on how you feel today, how many times will you go to a physical retail store to buy a consumer electronics product in the next 12 months?

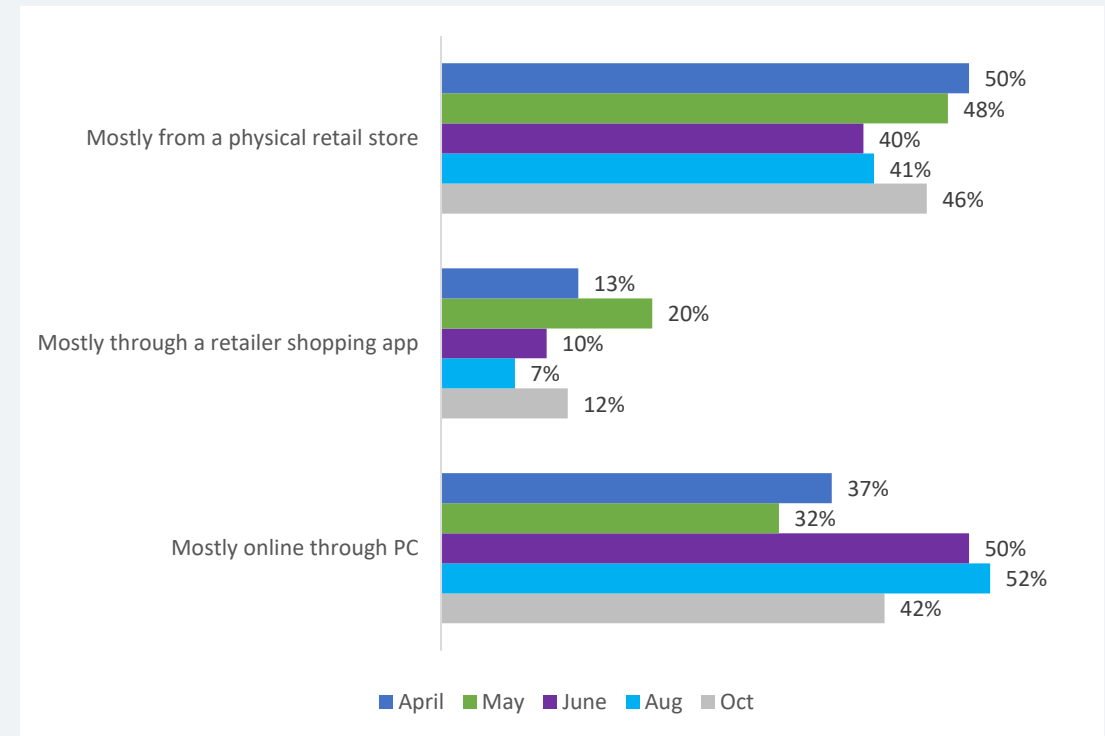


Data Source: April 24-28, May 29-31, June 26-30, Aug 20-25 & Oct 28-31 CMSS Consumer Survey

# Moving from in-store to online and app shopping?

Consumers who had previously purchased more than 95% of all consumer electronics purchases from a physical retail store, in 2019, report on what they will do in the future

Consumers report increase desire to return to shopping in physical stores for consumer electronics products



Data Source: April 24-28, May 29-31, June 26-30, Aug 20-25 & Oct 28-31 CMSS Consumer Survey

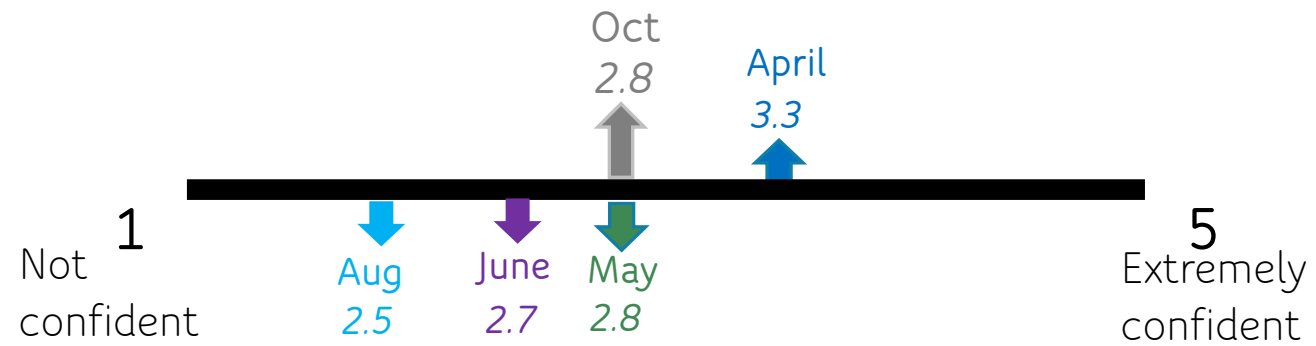
# Consumer Confidence

## Retail CE



What level of confidence do you have that retail stores that carry consumer electronic products will be a safe and healthy place to shop (between now and the end of the year)?

Consumer confidence improves for first time since Covid!



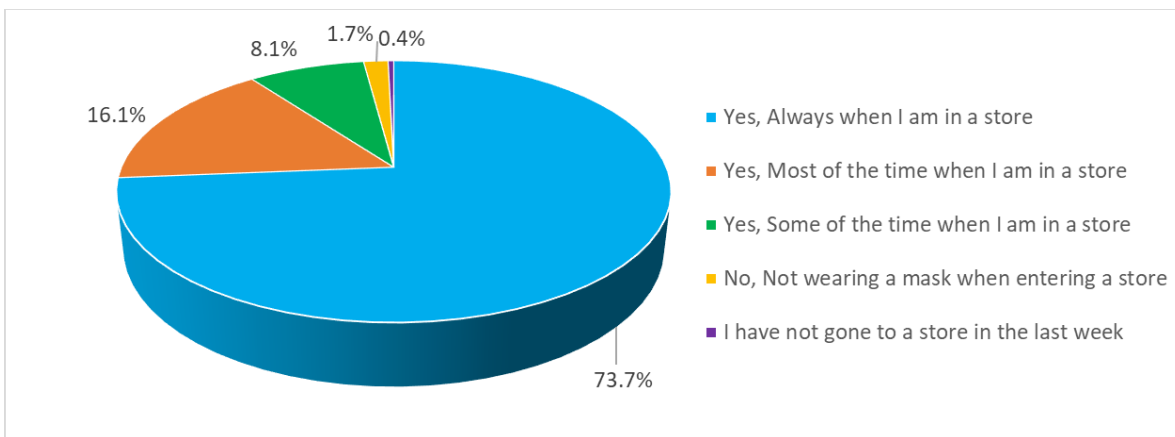
Data Source: April 24-28, May 29-31, June 26-30, Aug 20-25 & Oct 28-31 CMSS Consumer Survey

# Current Consumer Behavior

Consumers were asked about their current behavior in a store

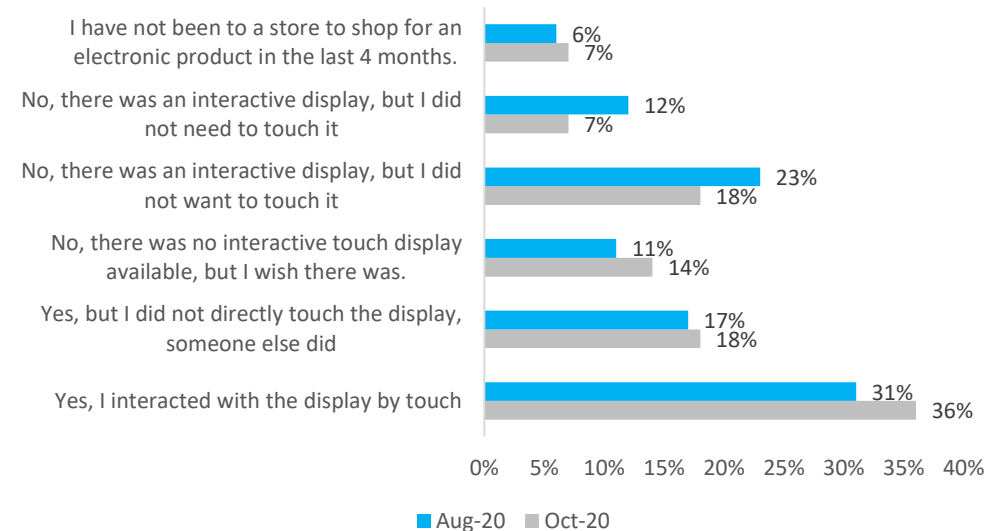
Based on only the last week are you wearing a mask when entering a store?

98% of consumers report wearing a mask while shopping in a retail store



Based on only your last visit to a store to buy an electronics product in the last 4 months, did you interact with a display by touching the display in the store (ie: demo mobile phone on the phone bar, gaming controllers on the gaming displays, headphones on the audio display, pressing button on the sound bar, etc.)

54% of consumers interacted with a display on their last shopping visit, up 6% since Aug



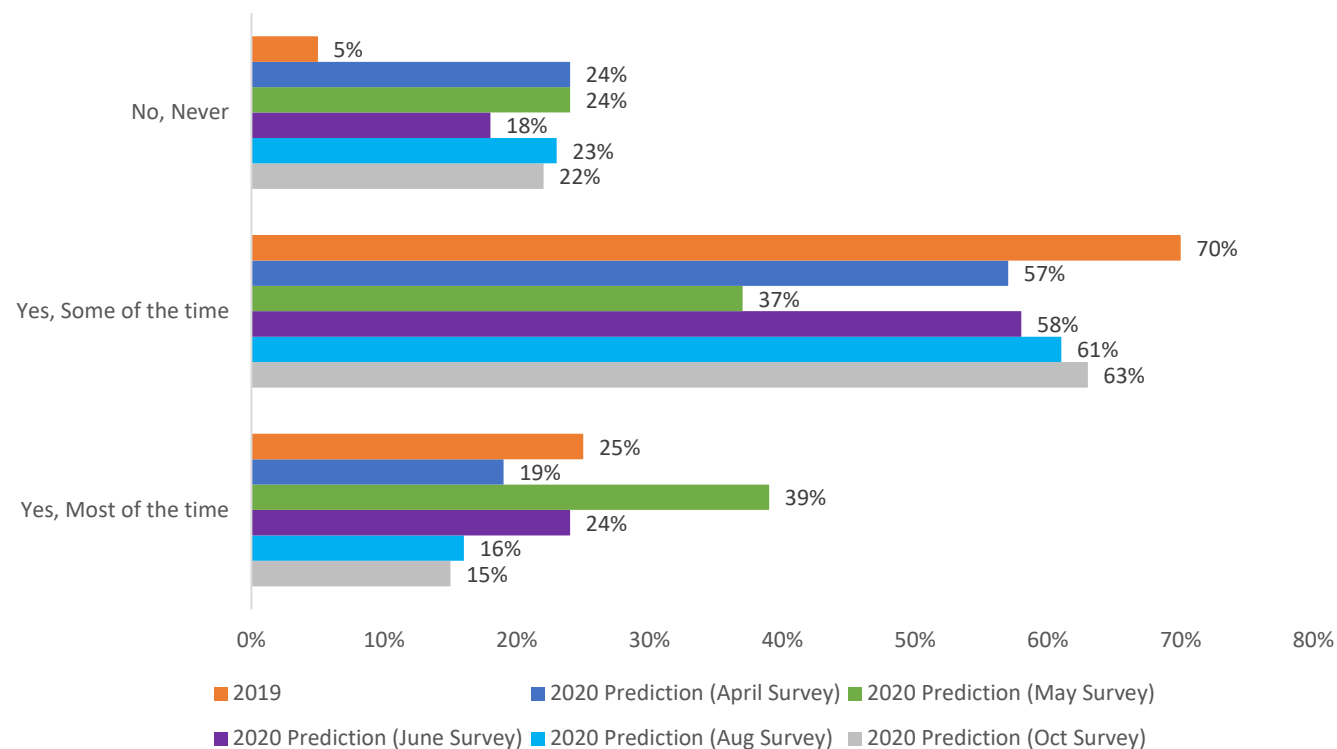
Data Source: Aug 20-25 & Oct 28-31 CMSS Consumer Survey

# Future Perception Display Interaction Shopping Behavior

78% of consumers want to interact with displays in retail, still down 17% pre-covid



Based on how you feel today, when you shop for consumer electronic products in the future, will you interact with a display (such as trying on headphones, playing a game, or pressing buttons on a talking display) before deciding what to buy?

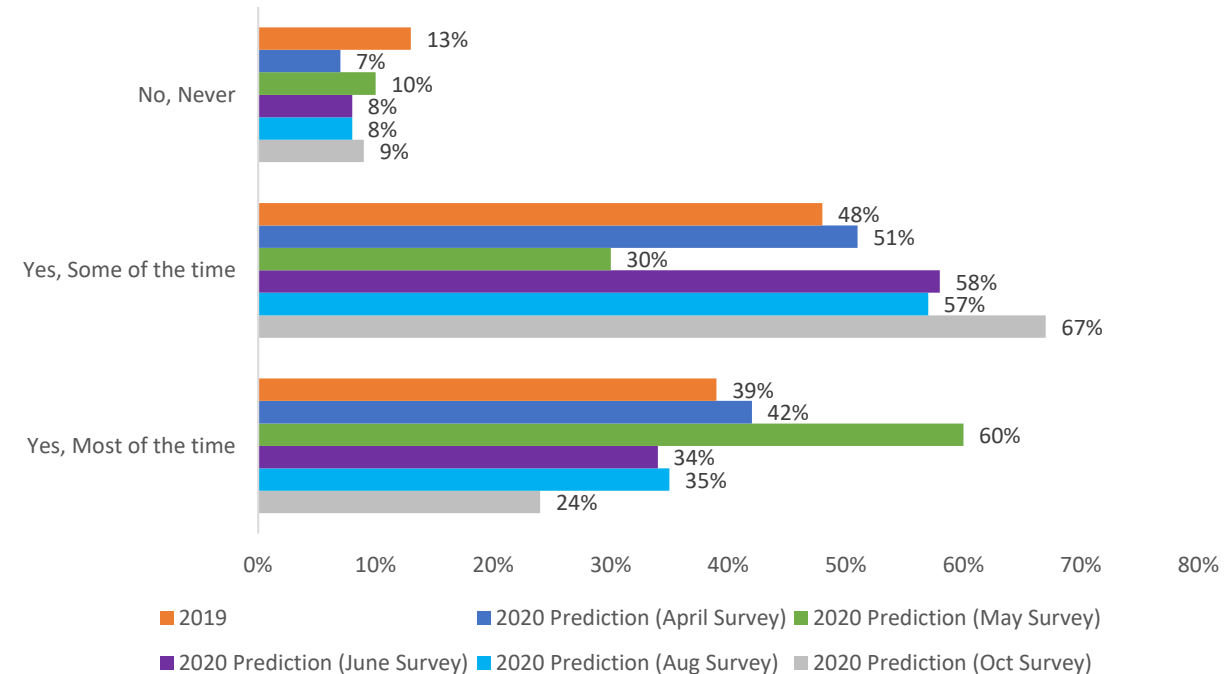


Data Source: April 24-28, May 29-31, June 26-30, Aug 20-25 & Oct 28-31 CMSS Consumer Survey

# Future Perception Mobile Interaction, while inside a retail store shopping behavior

91% of customers want to use their mobile device, inside a retail store prior to making purchase decision

Based on how you feel today, when you shop for consumer electronic products in the future, will you want to use your mobile phone while inside the store to research or check on available stock, etc. prior to deciding what to buy?



Data Source: April 24-28, May 29-31, June 26-30, Aug 20-25 & Oct 28-31 CMSS Consumer Survey

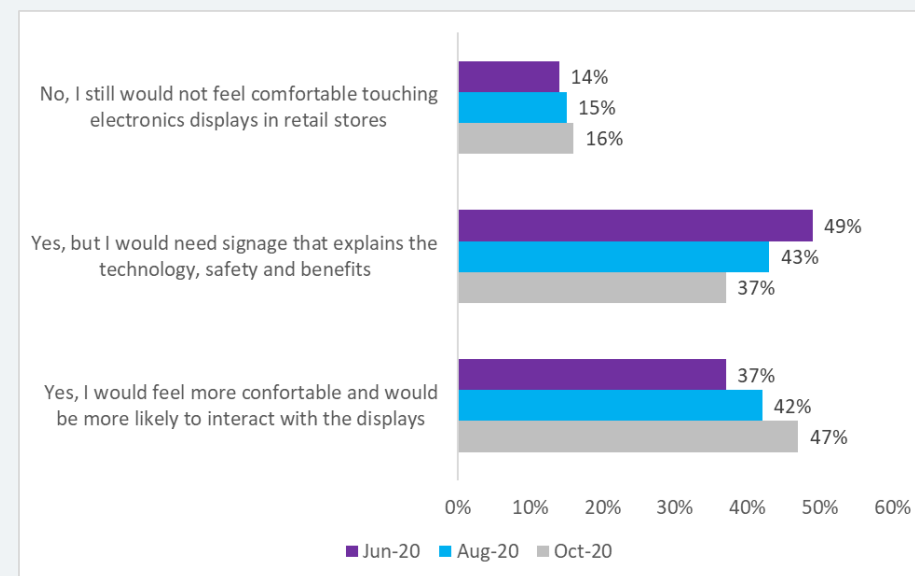
# Future Perception Shopping Behavior

Understanding of Antimicrobial lighting increasing in the CE Consumer, **+12%** over last 5 months

84% of consumers would feel more comfortable to interact with displays that had antimicrobial continuous light overhead



If the store had a completely safe (non UV) antimicrobial, continuous light above the electronics fixtures, would you be more likely to touch and interact with the electronics on display?

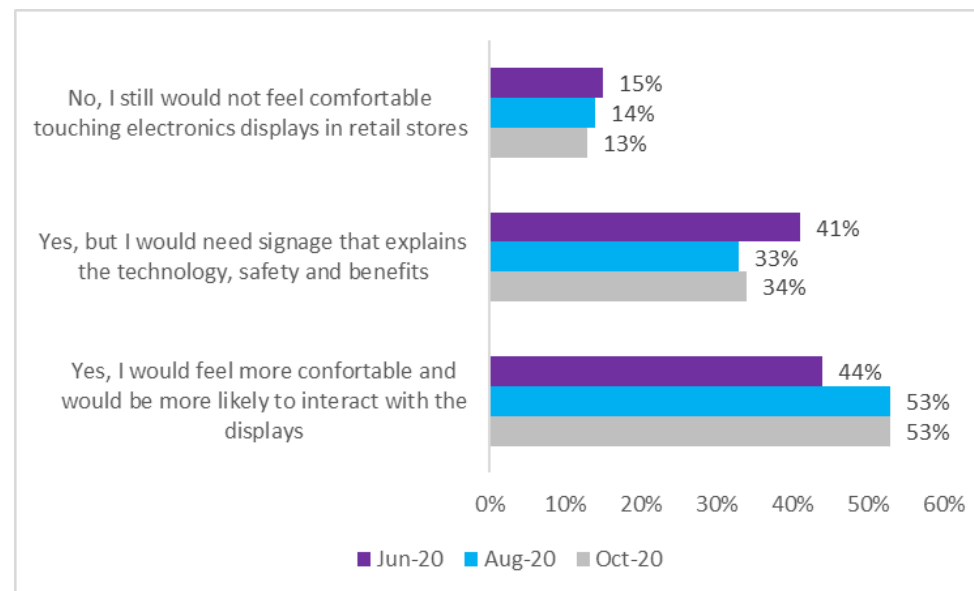


Data Source: June, August & October CMSS Display Impact Insights Survey

# Future Perception Shopping Behavior

If the store introduced a display that you could scan a QR code and then control the display with your own mobile device, would that make you feel more comfortable about interacting with the display?

87% of consumers desire touchless displays, controlled by their phone



Data Source: June, August & October CMSS Display Insights Survey

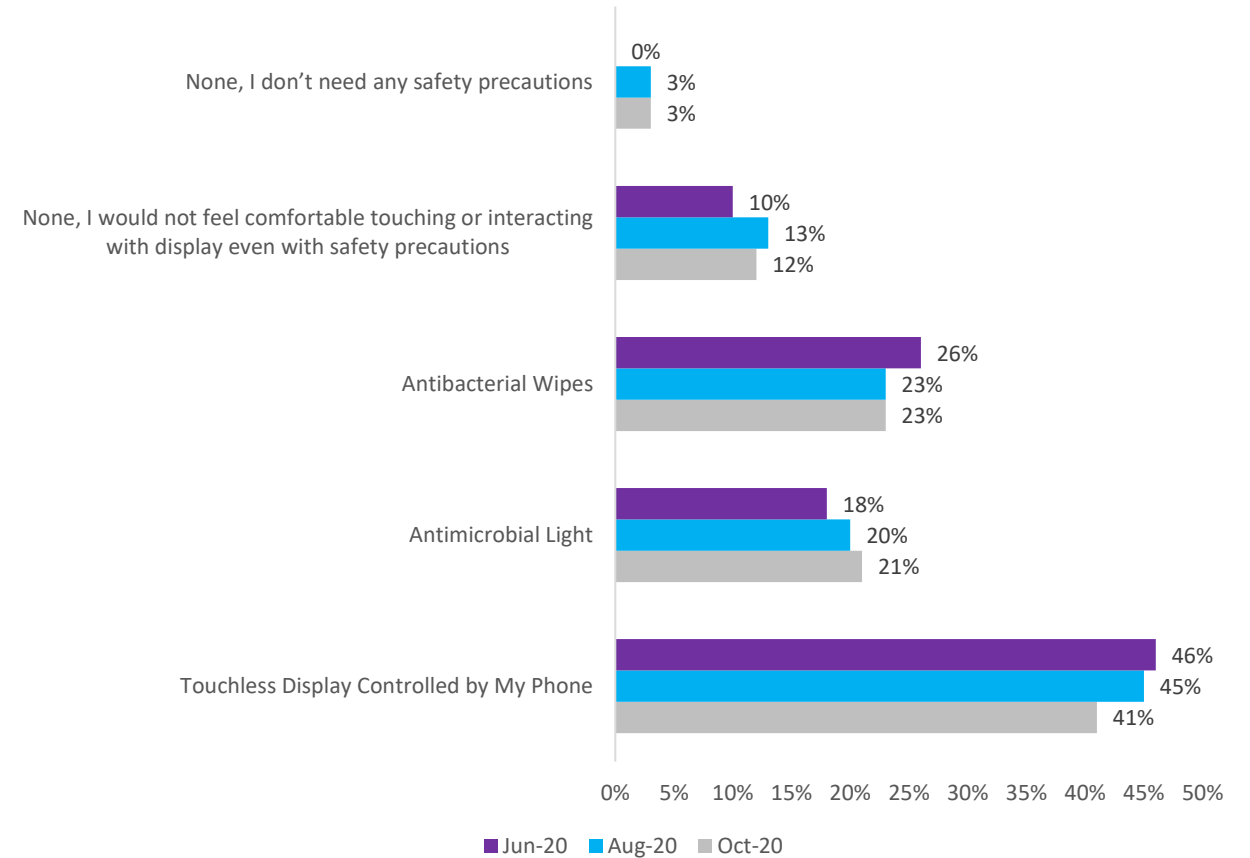
# Future Perception Shopping Behavior

Touchless displays are most desired option when given a choice

85% of consumers want some form of solution with interactive displays

12% of consumers say they would not touch displays, regardless of action/options taken at store

## Which safety precaution would make you feel safest when touching a retail display?



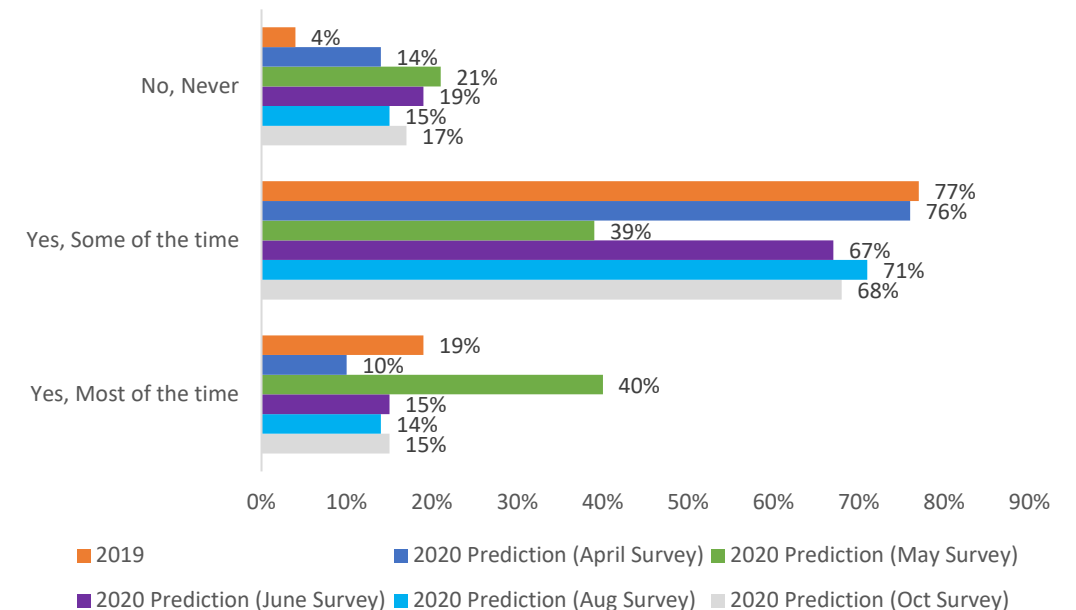
Data Source: June, August & October CMSS Display Consumer Insight Survey

# Future Perception RSA Interaction Shopping Behavior

83% of consumers want to interact with an RSA before deciding what to buy



Based on how you feel today, when you visit a store to shop for consumer electronic products in the future, will you interact with a retail salesperson before deciding what to buy?

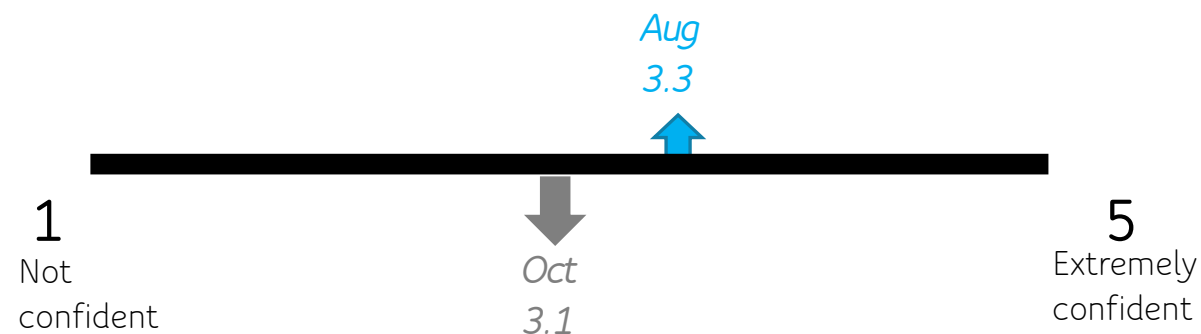


Data Source: April 24-28, May 29-31, June 26-30, Aug 20-25 & Oct 28-31 CMSS Consumer Survey

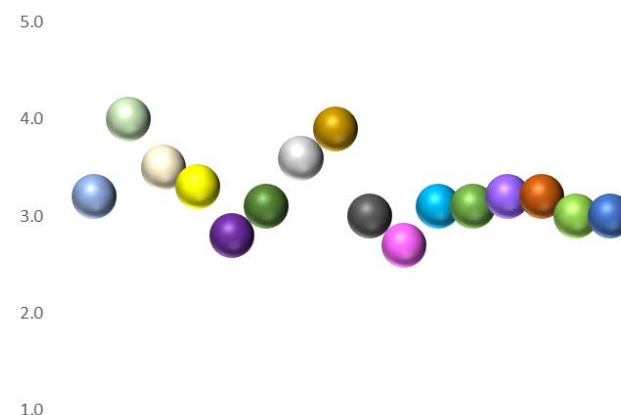
# Consumer Perception RSA Interaction Influence

Consumers report decline  
in sales associate  
confidence across all  
retailers

Based on your last in-person visit for a Consumer Electronics product, rate your confidence that the information provided by the Retail Sales Associates was accurate and reliable.



Highest rating achieved 4.0  
Lowest rating achieved 2.7



Each bubble  
represents one  
retail chain  
(all consumers for each  
retailer combined)

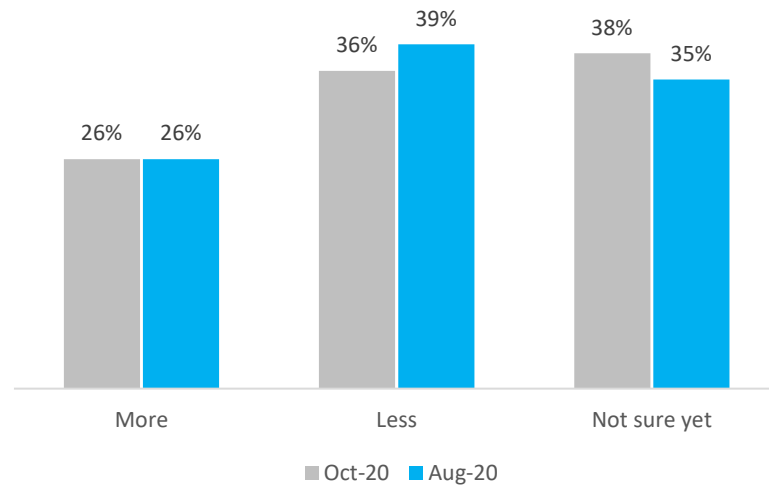
Data Source: Aug 20-25 & Oct 28-31, 2020 CMSS Consumer Survey

# Holiday Perception

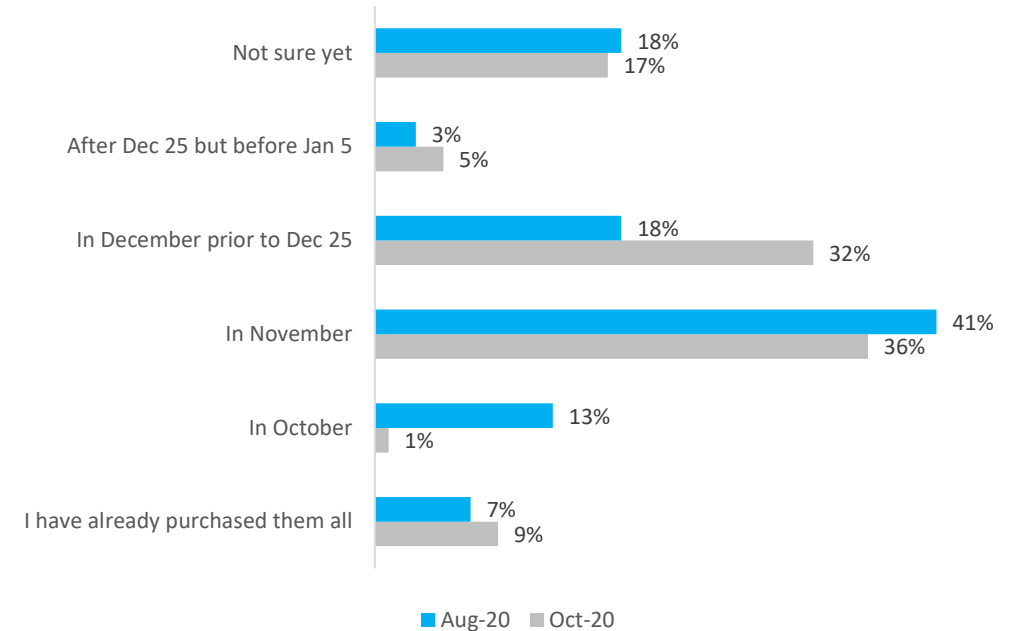
Consumers were asked what they planned to do in the future as it related to Holiday

38% of consumer are still deciding how much they will spend and over 50% are either still deciding or waiting until December to buy their CE holiday purchases

Specifically, for the Oct - Dec 2020 holiday season, based on how you feel today, do you plan to spend more or less than an average year on Consumer Electronic products this holiday



Based on how you feel today, when do you plan to purchase the majority of Consumer Electronic holiday 2020 purchases

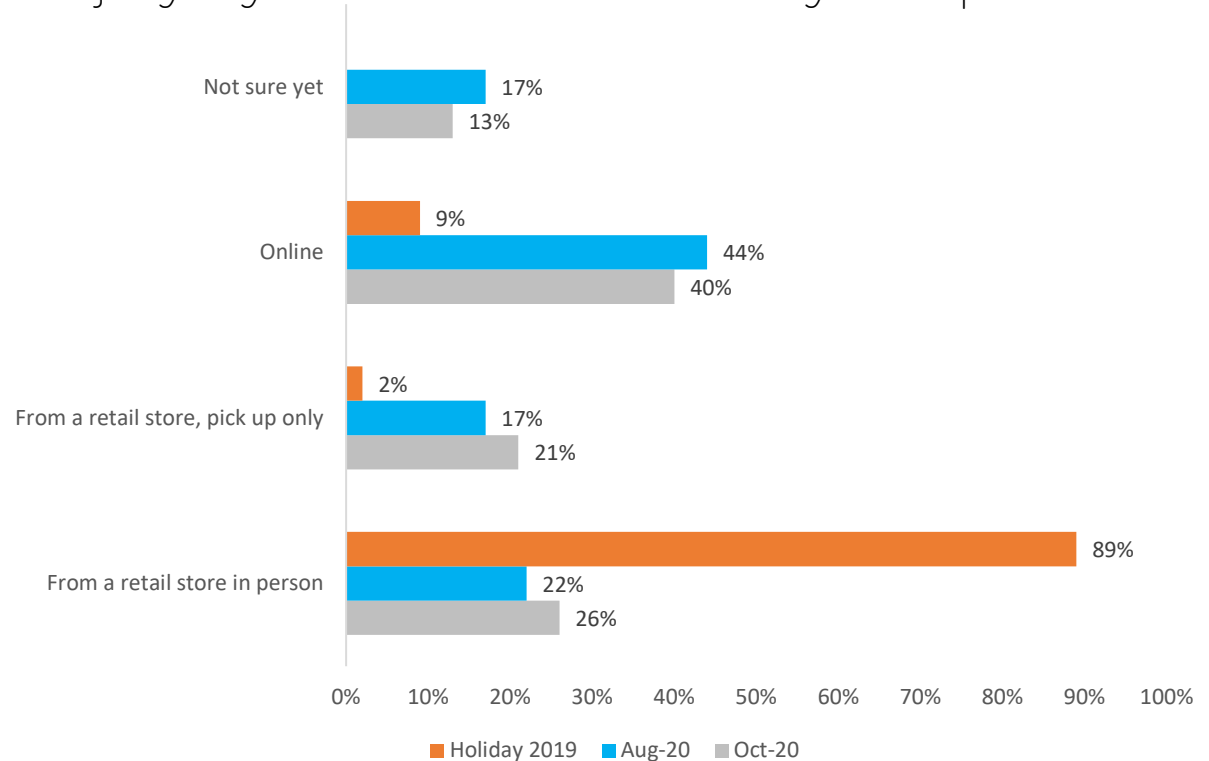


Data Source: Aug 20-25 & Oct 28-31, 2020 CMSS Consumer Survey

# Holiday Perception

Consumers that had previously reported doing most holiday 2019 CE purchases in-store, were asked what they planned to do in the future as it related to Holiday 2020

Based on how you feel today, where do you plan to purchase the majority of your Consumer Electronic Holiday 2020 purchases



Data Source: Aug 20-25 & Oct 28-31 Consumer Survey





## RSA & Consumer Anecdotal Feedback and Comments

# RSA Feedback Divided (From October only)

## October sparked a clear division that could now be impacting RSA and Consumer Experience in-store

### Pro Mask, Pro Safety Measures – 69%

“I’m a heart failure patient that’s high risk and my company doesn’t let me stay at the customer service area anymore. Under the new changes everyone must do sales too. It’s troubling because I’m high risk but I have to work to cover rent and take care of my son.”

“It is very tiring mentally, honestly especially when in my area we have a lot people who don't even believe in the virus and are insulted if asked to wear a mask and we receive a lot of verbal and mental abuse over it from customers not all but enough to be draining.”

“A little more support when it comes to customers wearing masks in the store. We have a facemask required but if a customer refuses to wear one all we can do is inform a manager no action with the customer is allowed.”

### Anti Mask, Anti Safety Measures – 31%

“The masks aren’t needed and hamper work”

“Masks don’t work and increase the spread of the disease. its threatening lives unnecessarily.”

“There is a lot more theft lately because they can conceal their identity because they have to wear a mask and it is making it dangerous for our staff.”

“No more masks. Honestly, it's too hot and hard to breath. I feel uncomfortable interacting with customers while having sweat rolling down my face.”

Data Source: August & October 2020 RSA Survey, SellPro



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"We are under paid & understaffed. It doesn't feel like corporate cares, they seem to willing to chase out staff."

37

# RSA Feedback (in order of frequency)

## Overall RSA Feedback & Sentiments

"More respect for our opinions."

"We have such a short staff were all stressed out."

"Paying new employees the same as tenured, took away all benefits and no raises is making it hard to stay positive."

"Higher rate of pay during covid / hazard pay; allow employees to use PTO more freely; give more PTO and sick time; attendance bonuses; be more forgiving with employee missing shifts"

"I think it will be difficult this holiday to get to all our customers needs without having someone walk out the door."

"Fair compensation for leadership. There is far less incentive to be a member of leadership now that new hires make almost as much as supervisors."

"I believe we are still in the mindset that customers way has to be the way no matter what cost to the employees. That is what I'd like to see changed, more managers standing up to the customers. Ones that won't wear mask and still get in our faces and ask for help."

"My employer is now giving write ups for frequent call out. Our kids are required to be logged in for the entire school day online. The employer should work with families in this situation, so they don't have to quit their jobs"

"We started having salespeople answer our help line from home. It's been a disaster. (speaking from the viewpoint of someone who had called with an issue.)"

"It would be smart to go back to curbside service only. We've had several of our employees' contract COVID-19 from working. It's not safe to pack stores full of customers."

"Our store lacks in communication which greatly interferes with both the associates and customers."

Data Source: August & October 2020 RSA Survey, SellPro

# RSA Feedback – In-store Experience

“Displays need to work, if the demo goes down, we have no back up solution to show the customer how it works.”

“Incorporate reviews into the display and training info. Reviews are super important to the consumer.”

“I have had a lot of success selling off the display, but I don’t have much training on all the other products or even how to sell to a customer, so that would be nice.”

“having any product on display and in working order is always easier to sell.”

“My brand reps are not only brand reps but over time have become my friends. I value their opinion, advice and training. Their trainings help my team, store associates and myself out immensely. Lunch and learns are a big with my staff as well as that time bonding with the rep which has the eventual outcome of that product being sold directly after the training and over time.”

“Have a greeter at the door to direct traffic and control the number of customers that can come in at one time”

“I am learning to do customer service in a different way by social distancing but still remaining attentive to our guests. It’s not easy but it can work.”

“We need to ramp up the supply chain so we can have items in stock for our customers as they need them. Computers, ink, printer, monitors and furniture have been low in stock for months.”

“Customers are starting to come in and browse like before Covid so having the displays work would be good, many of our displays have been broken for weeks.”



Data Source: August & October 2020 RSA Survey, SellPro

# RSA Training Feedback (in order of frequency)

In regard to training is there any feedback, ideas or examples of success that you would like to share?



"I'd love literally any training. So many new products came out and I don't know half of the features."

"Our corporate training process is a total JOKE. If you do not have the incentive to learn on your own, you must rely on teammates for possible knowledge."

"The lack of training provided by management makes it difficult to assist customers in making proper purchases that will be truly beneficial for them."

"I wish more brand reps would come to the store or offer specific product training,. for example I have never had any training on BrandX and it's the most asked for so I have to just do my best with whatever information I can come up with on my own."

"A training app is best and if it can also have short videos and sell sheets that we can get as we need them, that would be super helpful"

"Hands on is BEST, however, due to COVID-19 an app on my phone would be better than what we get now, which is nothing!"

"When I was able to start using the products in my own home it was way easier to make recommendations and allow the customer to be much more knowledgeable"

"Time should always be given in training especially when promoting a new product but with our company it doesn't always happen."

"I feel that when a new product is going to be launched the associates in that department should have an opportunity to get trained and use the product so that any questions could be answered."

Data Source: August & October 2020 RSA Survey, SellPro

# RSA Training Feedback (in order of frequency)

In regards to training is there any feedback, ideas or examples of success that you would like to share?

"I have never worked at a retail store that trained for the holidays. Most "training" around holidays have not been about the products. So any product training would be helpful."

"Give us options - put it online, on app, in person if we can attend. There are so many solutions it would be great if it could be up to us to decide where and how we learn"

"As with all training, you have to provide the resources and time to have an adequately trained workforce. Not going to happen from my company. I acquire my knowledge from vendor training or studying their products on my own."

"Best training or knowledge is owning a product"

"Please make sure to include closed captions for people with hearing issues."

"Flexibility in training is key. Some products it is great to have a rep to answer questions still unanswered from training. Questions sometimes customers ask which may not be explained in training."

"Hands on training, with a demo unit is very helpful in learning how to use the product." "I sell quite a bit more when I tell people I use the item at home and can explain it from experience."

"I am more likely to learn using small bite-sized chunks on an app on my phone, but I am more likely to recommend if I own or at least use the device for a bit."

"Those of us in the field have been dealing with the results of bad training and it's getting progressively worse. Training is extremely important, and time NEEDS to be taken. Customers are getting tired of hearing COVID as an excuse for bad service and training of associates."

Data Source: August & October 2020 RSA Survey, SellPro



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## “Virtual Assistance”

42

# Consumer Anecdotal Feedback

What would you like to see most from consumer electronics manufacturers and retailers to help you make the decision and purchase your desired products?

“Staff that knows about the products and can help me make a good decision”

“I usually use third party sites to learn and then go to the retailers to buy”

“A screen that I could press or talk to that would link to a person online who could better answer my questions than the sales associate in the store.”

“The ability to scan items with an iPhone, and staff to speak with about the device.”

“When I go into a big box store it seems like everyone knows a little about something. It would be nice to have an expert or someone with intermediate knowledge in each section.”

“I like to look up reviews on the products and compare the products with other similar items. It is also nice to be able to compare specs and qualities, so it is important for that information to be easy to find while I am in the store.”

“It would make me more comfortable when trying electronics if there was a mask mandate and the item was sanitized after each use to help me make my decision.”

”



Data Source: April 24-28, May 29-31, June 26-30 & Aug 20-25 Consumer Survey

# Research Requests and Questions

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## Retail Services

Installation of tech displays  
Level 2-3 Merchandising  
Training & Sales Support  
Test vs. Control Projects  
Audits  
Retail Temp Staffing  
Retail Consulting

## Experiential Solutions

Brand / Image Talent  
Staffing  
POP-UP Store Solutions  
Event Staffing  
Trade Show Staffing

## Research & Analytics

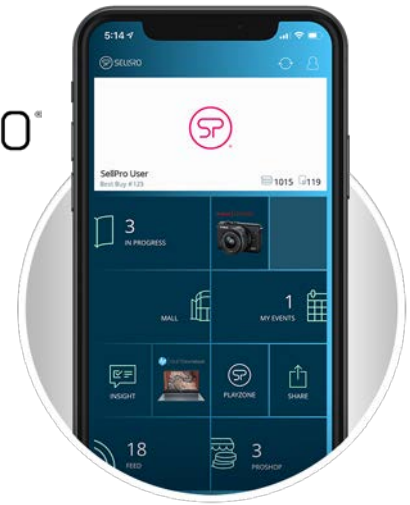
RSA Intelligence  
Consumer Path to Purchase  
Display Insights  
Sales Support  
Data Intelligence  
POS Intelligence  
Inventory / Returns Analytics

## Support Services

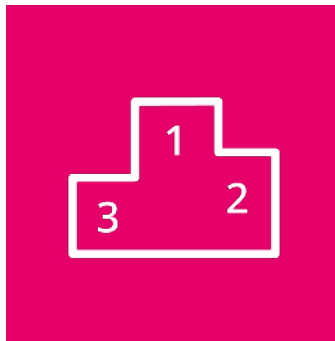
Logistics  
Warehousing  
Fulfillment  
POP Management  
Retail Support Call Center  
Account Management

# About SellPro.

A mobile-first cloud SaaS platform empowering **retailers** AND **retail brands** to engage, train and inspire store personnel, and to drive sales.



MICRO-TRAINING &  
HIGH LEARNING  
RETENTION



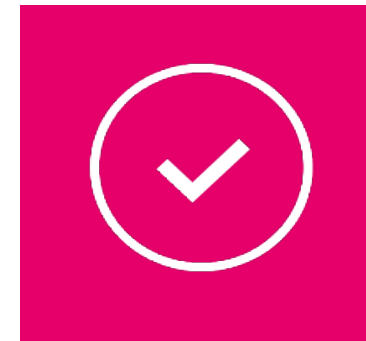
ENGAGING  
GAMIFICATION &  
REWARDS



ALWAYS-ON  
MESSAGING & VIRTUAL  
EVENTS



INSTANT SALES  
REFERENCE TOOLS



REAL-TIME STORE  
INTELLIGENCE



EASY CONTENT TOOLS,  
AUTOMATION &  
ANALYTICS

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