



EX & CX TRENDS:

# What Retail Brands Need to Know in 2022





# The Importance of EX & CX Trends in Modern Retail

2022 is here, and it's not without its challenges thus far. Retailers around the globe are facing a multitude of obstacles as a result of COVID-19, an unpredictable economy, the Great Resignation, and more. But this isn't the first set of challenges the retail industry has faced.

When e-commerce giants like Amazon exploded onto the scene, many proclaimed that traditional retail was "dead." We know now that those claims were greatly exaggerated, as retail brands unveiled innovation after innovation that kept customers coming back through their doors and employees happily clocking in for their shifts.

Today, retailers need to face the challenges of 2022 with the same willingness to innovate in order to meet customer (and employee) needs. And the best tool to guide them in this quest? The voice of their employees, customers, and even non-buyers!

That's why InMoment put together the [2022 Experience Trends Report](#): to help brands identify the EX and CX trends that will shape your strategy for achieving goals like acquisition, retention, growth, and cost reduction this coming year!

# About the EX & CX Trends Report

InMoment's [Strategic Insights Team](#) collected data from both consumers and employees within North America about three core topics:

- **The Future Customer & Employee Journey**
- **The 'New' World of In-Store and Digital Experiences**
- **The Expectations of the Gen Z Consumer & Employee**

Not only did we survey both employees and consumers via InMoment's [Market Pulse](#) solution, but we also combined that direct feedback with indirect and inferred feedback to create an even more holistic view of retail experience expectations.



InMoment's Strategic Insights Team collected data across 11 different industries



# 4 EX & CX Trends Retailers Need to Know for 2022

When our expert Strategic Insights Team reviewed the data we collected, we were able to uncover four trends that specifically impact retailers (and will help to inform how they create innovative experiences going forward):

- 1. Consumers & Employees Expect Blended Experiences**
- 2. Feedback Methods Must Go Beyond Traditional Surveys**
- 3. Social Media Influencers Have Significant Impact**
- 4. Gen Z Employees Have a Revolutionary Perspective**

So, without further ado, let's get started!

TREND #1:

# Consumers & Employees Expect Blended Experiences

When COVID-19 sent the world into lockdown, digital shopping experiences were the only ones available to consumers. So, naturally, retail brands focused on enhancing those experiences via personalization, chat bots, and more.

But as the status of the pandemic shifts and safety regulations ebb and flow, so too must the array of digital and in-store experiences retailers offer. Gone are the days where the retail experience was either in store or online. Consumers and employees now expect experiences that blend the two.

**Here are a few examples of the blended experiences consumers and employees said they expect to see this year:**

- **Buy Online, Pick Up Instore**
- **Pick Up, Walk Out (Automatic Payment)**
- **Virtual Try On**



TREND #2:

# Feedback Methods Must Go Beyond Traditional Surveys

Surveys and experience programs have been practically synonymous since the beginning. And it's great practice for retailers to collect feedback regularly. But our data shows that today's consumers and employees are less likely to fill out a traditional survey.

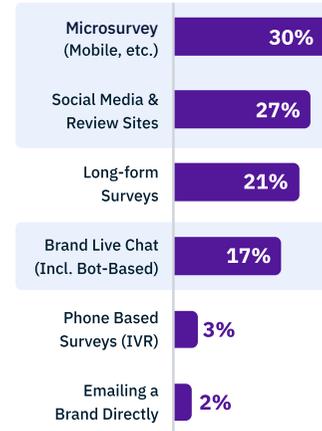
The highlighted items in the chart are the listening methods that have seen significantly more interest in the last few years. Microsurveys, social media and review sites, direct email, and brand live chat have all grown in popularity, whereas traditional employee and customer experience surveys have lost traction. Retail brands need to adjust their listening strategy accordingly in order to get the best possible feedback in 2022.



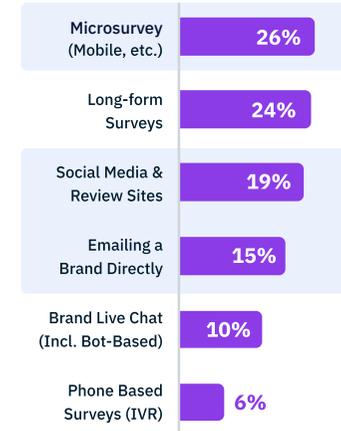
## USA

How Stakeholders Would Like to Provide Feedback

### CONSUMERS



### EMPLOYEES



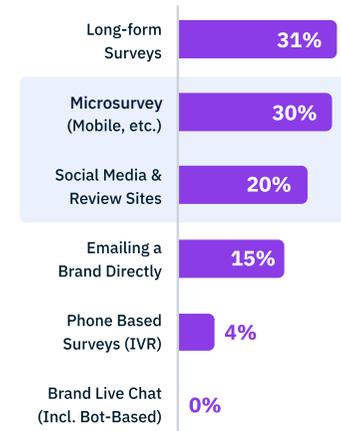
## CANADA

How Stakeholders Would Like to Provide Feedback

### CONSUMERS



### EMPLOYEES



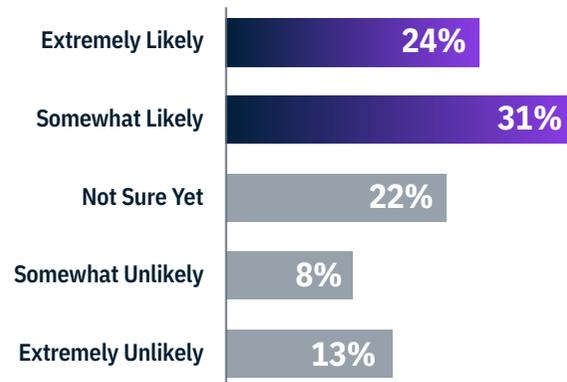
TREND #3:

# Social Media Influencers Have Significant Impact

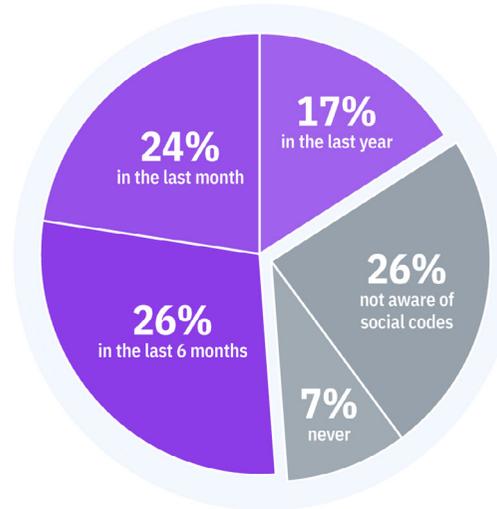
With so many consumers at home in 2020 and 2021, many brands turned to social media influencers to get the word out about new products and services. And, according to our research, this isn't likely to change. In 2022, social media influencers will continue to, well, influence customer purchasing decisions.

**When asked whether they used an influencer code to make a purchase in 2021, and if they are likely to use influencer discount codes in the upcoming year, here's what consumers said:**

Likely to Use Influencer Code in 2022



Used Social Influencer Code in 2021





**And because we want to make sure you know how emerging consumers will behave, we also took a look at the data from a generational perspective:**

- One of three emerging Gen Z customers had used a social influencer code in 2021
- One of three emerging Gen Z customers were planning to use a code in 2022
- One of five Millennials were also planning to use a social influencer code in 2022

From these responses, it's clear that influencer marketing is an effective tactic for retail brands, especially those whose audience is made up of millennials or Gen Z-ers.

TREND #4:

# Gen Z Employees Have a Revolutionary Perspective

Gen Z makes up the incoming workforce, so we honed in on what is most important to them when it comes to job satisfaction. There were three common themes that we kept hearing in our data:

1. Culture
2. Diversity
3. Connectivity

But how should retailers focus on making sure they are fulfilling these values for Gen Z employees? And what should they avoid? Well, if you are trying to recruit Gen Z to your workforce, we've got you covered. **We used a combination of our Market Pulse data, as well as indirect and inferred transactional data, to put together a Gen Z-friendly profile for the retail industry.**

From the following profile, you can see that retailers should automate wherever possible in order to avoid stagnant work, focus on brand identity to create connection and meaning for Gen Z employees, and hire to promote diversity as well as a culture of connectivity.

## RETAIL

- + Meaningful Work
- + Competitive Salary
- + Culture & Connectivity
- No Role Definition
- Lack of Diversity
- Stagnant Work

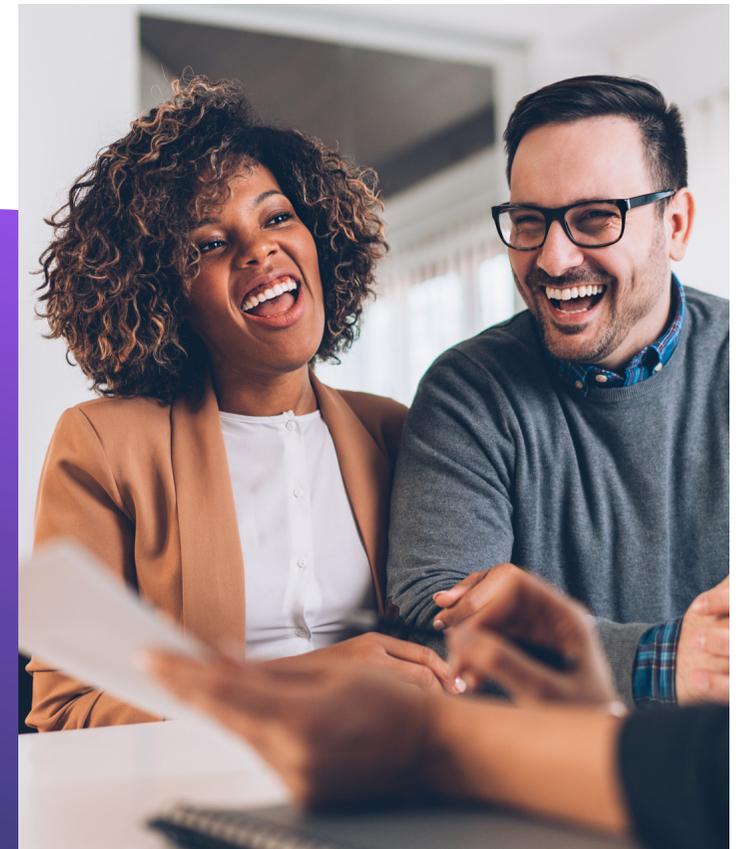


# LET YOUR EXPERIENCE PROGRAMS BE YOUR COMPASS

If there's one thing we've learned in the past few years, it's how to be agile—in our businesses, in our personal lives, and beyond. We can't always know what's around the corner, but we can enable ourselves with the tools that will help us to adapt, come what may.

That is why it is more vital than ever for retailers to continue investing in their customer and employee experience programs, so they can dive into the feedback data and come away with the intelligence they need to take action in real time—and to succeed.

Want to learn more about how your experience programs can guide your business strategy in 2022? Talk to our experts [here](#).



## About InMoment

Improving experiences is why InMoment™ exists. Our mission is to help our clients improve experiences at the intersection of value—where customer, employee, and business needs come together. The heart of what we do is connect our clients with what matters most through a unique combination of data, technology, and human expertise. With our hyper-modern technology platform, decades of domain authority, and global teams of experts, we uniquely deliver a focus on Experience Improvement (XI) to help our clients own the moments that matter. Take a moment and learn more at [inmoment.com](https://inmoment.com)



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