



# The Evolving Customer Experience: Perspectives From the Industry

Consumers have a desire to exert control in all aspects of their shopping journey—whether that’s being more selective in the creators they go to for inspiration or having a say in what data they share in exchange for personalization.

This power shift means that the future of customer experience will be driven not by the brand, but by a customer empowered in their choices. We’ve uncovered three themes that will be key to building an optimal experience for tomorrow’s shoppers.

**GERMANY**



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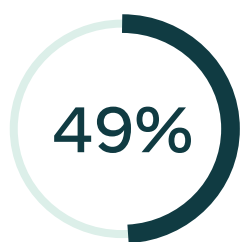
# 01 The Customer-Curated Storefront

HOW DIGITALLY EMPOWERED SHOPPERS ARE CRAFTING THEIR OPTIMAL EXPERIENCE

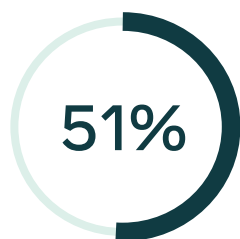


“There is no going back to normal in the global environment today. Consumer expectations are very different from what they used to be before the COVID-19-pandemic, partly because the amount of digital research and transactions has increased disproportionately.”

—Ankit Mehta,  
Personalization, Data & Analytics Lead, Accenture



of online shoppers surveyed in Germany say their mobile device is quickly becoming their most important shopping tool<sup>1</sup>



of online shoppers surveyed in Germany say they purchase products because they happen to come across them unexpectedly while browsing<sup>1</sup>



## What does this mean for the future of customer experience?

Consumers will be looking for humanized shopping experiences, even while shopping digitally. Tools that bring humanity to the shopping process will help consumers forge closer links with brands. Whether it's through conversational or discovery commerce, brands have the opportunity to add a human, personalized touch to their customer experience.

<sup>1</sup> "Discovery-Led Shopping Study" by GfK (Facebook-commissioned online survey of 12,063 people ages 18+ across AU, BR, CA, DE, FR, ID, IN, JP, MX, SK, UK, US Jul-Aug 2020)



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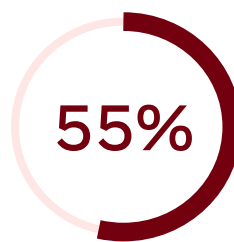
## 02 The New Value Equation

PERSONALIZATION AND RELEVANCE IN THE NEXT ERA OF ADVERTISING

“People’s perceptions of how data is used will hopefully improve, but only if our industry resolves to make progress. That means committing to a future in which we have access to less data and in which data use becomes more intuitive and easy to understand.”

—Graham Mudd,

VP, Product Marketing, Ads, Facebook



of online shoppers surveyed in Germany feel more personally connected to brands that offer personalized content or deals<sup>1</sup>

4x

Shoppers in Germany are 4 times more likely to share data when made aware of the personalized benefits it enables<sup>2</sup>

### What does this mean for the future of customer experience?

People will want the best of both worlds when it comes to privacy and personalization. Brands can exceed expectations with privacy-enhancing technology that can deliver on the demand for more choice. Providing tailored experiences based on geography or contextual placements is a great starting point to building more sophisticated use cases.

<sup>1</sup> “Discovery-Led Shopping Study” by GfK (Facebook-commissioned online survey of 12,063 people ages 18+ across AU, BR, CA, DE, FR, ID, IN, JP, MX, SK, UK, US Jul–Aug 2020)  
<sup>2</sup> “Personalization & Privacy Study” by YouGov (Facebook-commissioned online study of people aged 18+, Apr 2021)



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## 03 Creator Culture

HELPING PEOPLE FIND PRODUCTS, HELPING PRODUCTS FIND PEOPLE



“Creator culture gives brands the opportunity to do truly inclusive marketing at scale by empowering brands to truly represent all of their customers. It can help shape our cultures for the better by eliminating harmful bias and stereotypes.”

—Sophie Neary,

Group Director for Auto, CPG & Entertainment, UK & Ireland, Facebook



of consumers surveyed in Germany get ideas on which products to shop for from celebrities and creators<sup>1</sup>



of online shoppers surveyed in Germany would buy products directly from live videos when brands and creators launch new products<sup>1</sup>



## What does this mean for the future of customer experience?

As consumers come to expect more interactive and engaging shopping experiences, they will seek out even closer connections with creators. Live immersive experiences between shoppers and creators can break new ground in connecting brands with their audiences. Looking ahead, augmented and virtual reality experiences with creators could pave the way for product discovery.

<sup>1</sup> “Discovery-Led Shopping Study” by GfK (Facebook-commissioned online survey of 12,063 people ages 18+ across AU, BR, CA, DE, FR, ID, IN, JP, MX, SK, UK, US Jul–Aug 2020)



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