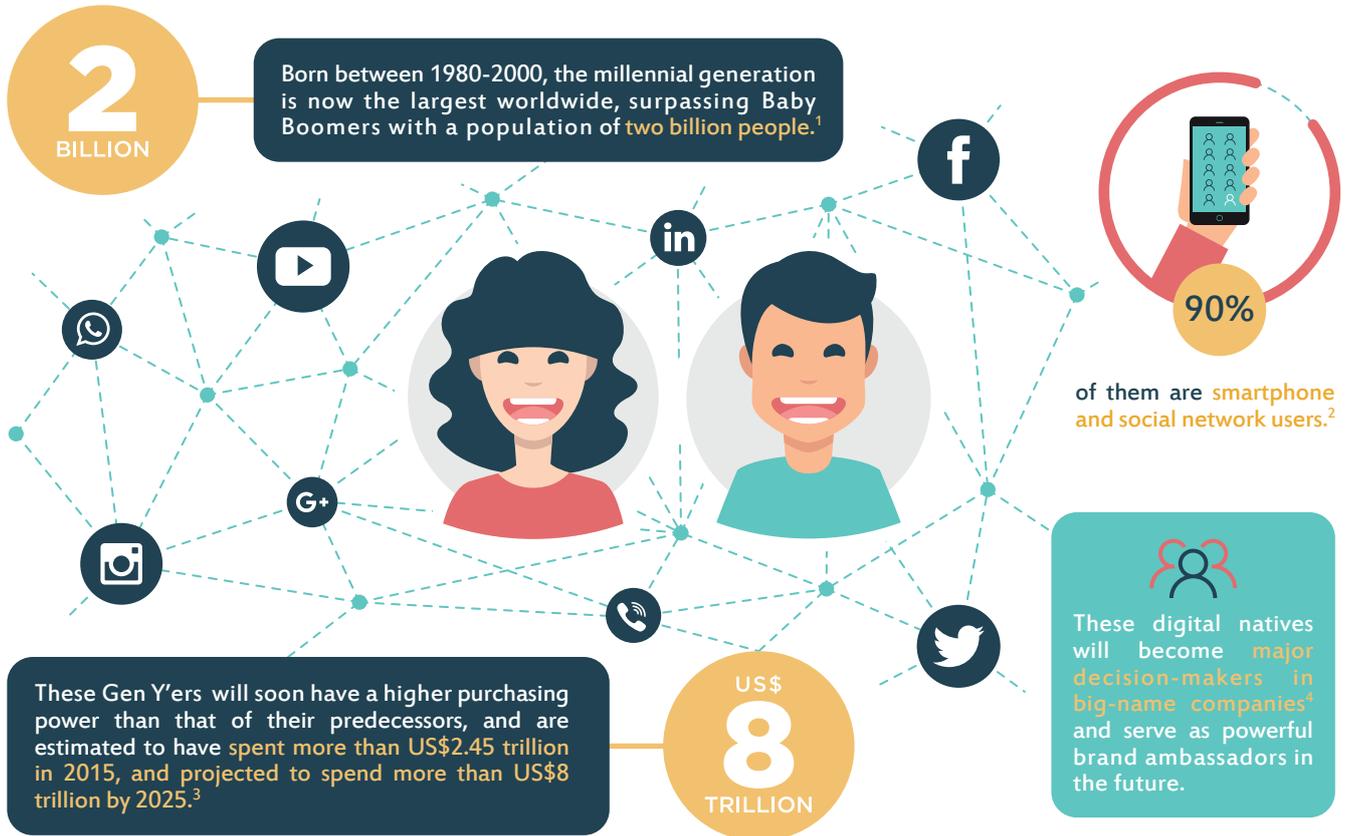


## MILLENNIALS ARE HERE TO STAY



## WHAT DO MILLENNIALS WANT ?

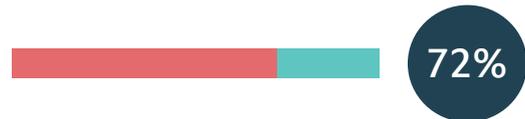
### Personalization



of millennials expressed a preference for **personalized goods and services**.<sup>5</sup>

Millennials want to feel unique. The last thing they want is to be offered products that are designed for the masses. They treasure quality more than quantity, opting for more personalized clothing with the perfect fit rather than one-size-fits-all products.

### The ultimate customer experience



of millennials **value experiences** over material possessions.<sup>6</sup>

They want to feel like valued clients, expecting the perfect customer experience regardless of the media channel. When it comes to interacting with their customers, companies should be responsive and treat them like unique individuals by paying special attention to their specific wants and needs.



#### And they don't like waiting.

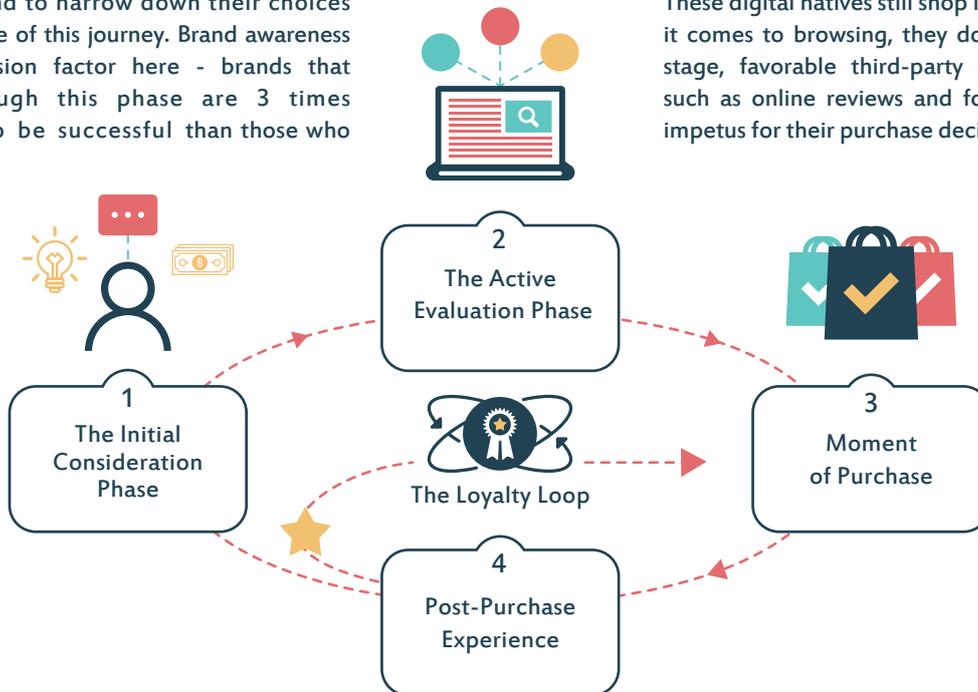
Equipped with information that comes from a variety of media sources, they have short attention spans and hence, dislike waiting – if they can't have the product immediately, they will move on to the next.

# A MILLENNIAL'S DECISION JOURNEY



**1** Millennials tend to narrow down their choices at the first stage of this journey. Brand awareness is a key decision factor here - brands that make it through this phase are 3 times more likely to be successful than those who do not.

**2** These digital natives still shop in stores. But when it comes to browsing, they do it online. At this stage, favorable third-party recommendations such as online reviews and forums serve as an impetus for their purchase decisions.



**4** This is a pivotal stage, as the consumer will make the next purchase decision based on this experience. This means that both the product quality and post-sales experience have to be optimal. Win customer loyalty by staying responsive to inquiries and developing good return and exchange policies.

**3** When it comes to shopping, millennials expect to transition effortlessly from their smart devices to the actual brick-and-mortar store. More than 40% of consumers change their minds after having seen the actual product itself or interacting with salespeople.

Source: McKinsey&Company, "The Consumer Decision Journey"



## The Loyalty Loop

In this digital era, virtual word-of-mouth is everything. If you want millennials to keep coming back to your store, it is not enough that they enjoy using your products. Make them your strongest advocates by providing them with the best customer experience. With supply chain digitization, you will be able to better respond to their needs by:

**Staying on-trend.** In order to jump on trends quickly and deliver fashion's "It" items on time, you need to work smart. Streamline your entire design-to-production process with a fully digitized supply chain.

**Transforming their online shopping experience into reality.** By connecting all supply chain actors together through digitization, you will be able gain insight into your consumers buying behavior and provide them with a seamless customer experience, from online to offline.

**Offering personalized products.** Manage multiple product lines in addition to your permanent collection with a flexible and agile digital supply chain that is able to switch gears and adapt to different business models on the instant.