

# Savvy Shoppers Seek Value

Savvy shoppers want more than just a transaction. They expect an efficient, personal, cost-effective and rewarding shopping experience. Nearly half of smartphone users (47%) believe new technologies should empower that kind of experience. They're price shoppers using smartphones to find deals and receive offers.

**54%** are active couponers and deal users

**33%** receive coupons near store now

**56%** want to receive location-based offers on their smartphones near stores

**50%** seek a good deal

Base = Smartphone Users



## Savvy Shoppers Seek Speed

It's no secret that shoppers don't like standing in line. Savvy shoppers with smartphones are looking for ways to speed up shopping and checkout with mobile payments, electronic receipts and retailer apps.

**64%** of smartphone users have retailer apps on their phone

**55%** of smartphone users want to shop and check out faster

**41%** of smartphone users received an eReceipt for an in-store purchase

## Savvy Shoppers Seek Ease

Time-strapped, deal-hungry shoppers want a seamless shopping experience that allows them to start online and finish in store or vice versa. They will use retailer apps as long as they work right from the start.

**82%** of consumers want a seamless shopping experience

**57%** of consumers want to start online and finish in store or vice versa

**55%** use smartphones in store to comparison shop

**50%** of smartphone users say, "If a retailer's technology isn't easy the first time, I'll stop using it."

## Savvy Shoppers Drive Progress

The future of payments is not coming, it is already here. That's because the future is one of improved customer experience, integration and convenience. Now, it is up to each merchant and financial institution to be aware of their consumers' needs and desires, and be prepared to fulfill those needs and desires if they want to keep these customers satisfied.