



More Than a Showroom: Strategies for Winning Back Online Shoppers

Daniel Bachrach, Jessica Ogilvie, Adam Rapp, Joe Calamusa IV

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The growing phenomenon of showrooming plagues sales managers and small retailers in ever increasing numbers as technology has evolved to create smarter and more empowered consumers. Showrooming refers to the phenomenon of consumers – or potential consumers - browsing products in a retail store, and then ultimately purchasing online at a lower price through another store. In the age of the Internet, the sight of a customer who will visit a store and use their smartphone to scan the barcode, hoping to find the same item at a cheaper price from a different vendor has become commonplace. Through exhaustive research, the authors of this book investigate this exploding trend and offer strategies, tools, and training approaches that can help to transform showrooming customers into in-store sales.

Offering retail managers and owners deep insight into how they can stem the loss of resources to showrooming, this book, through a close, systematic examination of showrooming, provides insight and understanding of the value added through customer service and expert salesperson knowledge. Retailers will learn how to implement essential, incremental changes to infuse value in the customer experience and entice significantly improved in-store sales while building core customer relationships and enhancing loyalty.

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