Roar Ambition urges more brands to follow suit and encourage consumers to the high street

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With retail shops still engaged in constant battle with online shopping, Roar Ambition applauds the stand taken by some large organisations to encourage consumers away from online platforms and back onto the high street.

Online retail sales account for 15% of all total retail sales. Many brands are content with the current consumer demand for online services, and allocate a large amount of funding to ensure online platforms are easy-to-use and accessible. However, with profit margins considerably lower than in-store sales, some of the big retailers including Tesco and John Lewis are making a bold statement by adding additional charges onto online orders under a certain amount, in the hope of encouraging shoppers back into their stores. Roar Ambition are keen for other businesses to follow suit.

About Roar Ambition:http://www.roar-ambition.co.uk/about-us/

Businesses have greater opportunities to impact overall consumer experience when engagement is carried out face-to-face. The firm is confident that both retailers and consumers are better off from this type of personal interaction and transaction. With buyer ability to assess a product's quality, fit and suitability while comparing alternatives all under one roof, a better match is more achievable than with an online purchase. Comparatively, the retailer is likely to benefit from a direct ambassador of the company's products, with sales assistants on hand to answer questions and direct the consumer to their most suitable option. Roar Ambition are eager to promote SME's ability to generate live customer feedback from in-store engagement, which offers essential information on customer experience, allowing alterations to be made to improve processes.

Roar Ambition is a Liverpool-based sales and marketing firm which works on behalf of clients to deliver exciting direct marketing campaigns. These campaigns are rolled out directly to consumers via face-to-face marketing methods which help to drive long-lasting and personal business relationships between brand and consumer. In turn, this often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Roar Ambition urge businesses to maintain the emphasis on in-store sales versus online sales. When dealing with customers face to face, there is an opportunity to nurture a personalised relationship. The firm also believes that any adverse situations are better-managed face to face, as the consumer can receive an emotion-filled experience.

Source:

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