

aptos[®]

The power of personalization at the Point of Sale

Overcoming shopper decision fatigue and its impact on store performance.



The evidence is irrefutable: Personalization positively impacts retail performance

In today's competitive retail landscape, personalization has emerged as a crucial differentiator that directly impacts top- and bottom-line performance. The data tells a compelling story:

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Personalized experiences
can **boost sales by up to 20%**.

McKinsey
& Company

”

82% of consumers say
personalized experiences
**influence their brand choice
at least half the time.**

Medallia

”

Brands excelling at
personalization are 48% more
likely to **exceed revenue goals**
and 71% more likely to report
improved customer loyalty.

Deloitte.

”

Consumers **spend 50%
more** with brands offering
personalized experiences.

Forbes



Understanding shopper decision fatigue

There are several well-documented reasons why personalization has such powerful impacts on store performance, but perhaps the most under-reported reason is that personalization reduces shopper decision fatigue.

What is shopper decision fatigue?

When store shoppers are faced with too many choices, unclear options or a lack of guidance during the shopping process, they often experience mental exhaustion and stress – a phenomenon referred to as “shopper decision fatigue.”

Shopper decision fatigue typically leads to:

Indecision

Customers struggle to make choices

Lower satisfaction

The shopping experience becomes frustrating

Purchase abandonment

Customers leave without buying

Leading causes of shopper decision fatigue:

1

Overwhelming product variety

Too many styles, colors or brands to choose from can paralyze decision-making rather than empower it.

2

Lack of personalization

Generic experiences and recommendations that don't match their preferences leave customers feeling lost and unsupported.

3

Time pressure

Feeling rushed or unsure about what to buy creates anxiety and decreases shopping enjoyment.

4

Low confidence

Fear of making the wrong choice or missing out on better options prevents customers from committing to purchases.



How can we personalize store experiences to minimize shopper decision fatigue?

To minimize shopper decision fatigue, retailers can implement these five personalization strategies:



Personalized Product Recommendations

Suggest items to shoppers based upon purchase history, style, preferences and customer profile data.



Targeted Cross-sells and Upsells

Recommend product add-ons or upgrades at the time of selection or at the point of purchase.



Customized Offers and Promotions

Tailor offers and promotions based upon purchase history, loyalty status and recency, frequency and lifetime value.



Real-time Loyalty Updates and Rewards

Alert shoppers to changes in their loyalty status and proximity to rewards as they transact to incent bigger baskets.



Curated Product Selections

Associates stage fitting rooms with products based on shoppers' previous purchases and tastes.

What happens to shoppers' experiences in our stores when we prioritize personalization?



We eliminate choice overload.

Personalization narrows options to what's most relevant to each shopper to minimize that feeling of being overwhelmed by too many choices.

We provide curated guidance.

Personalized recommendations act like a curated path to products that match their style and budget to reduce the frustration of browsing without direction.

We deliver expert advice.

Personalized experiences feel like expert advice that replaces the disappointment that comes with impersonal and unhelpful "generic" advice.

We accelerate decision making.

Personalization speeds up decision making to prevent the fatigue and dissatisfaction that comes from too much time spent searching for products.



What happens to customer relationships with our brand when we invest in personalization?

The benefits of personalization extend far beyond individual transactions. When retailers invest in personalization, they fundamentally transform their relationship with customers:

Creating Emotional Resonance

Experiences tailored to each customer's history with the brand help create emotional resonance.

Customers feel seen and valued, which tends to build trust in the brand.

Deepening Emotional Connection

When shoppers feel valued, **it deepens their emotional connection to the brand**, which tends to increase their loyalty to the brand.

Personalization transforms transactions into relationships.



The bottom line: measurable performance improvements

When we connect with shoppers on a personal level, we dramatically improve performance on three of the store's most important metrics:

Traffic | Conversion Rate | Basket Size

”

Retailers using in-store personalization see **higher conversion rates and larger basket sizes.**

Forbes

”

64% of shoppers are **more likely to visit a physical store** if sales associates are knowledgeable, and 75% are **likely to spend more** after receiving high-quality in-store service.

endear

”

Customers who experience one-to-one personalization in store are likely to **spend 3-4 times more each year** and have a **63% higher AOV.**





The common thread: Integrated POS

What do all those personalization techniques have in common? To execute them all well, they each require **informed, empowered and integrated POS solutions.**

Modern, cloud-native POS systems are designed to empower store associates with:

- ▶ Real-time customer history
- ▶ Inventory availability
- ▶ Product reviews and ratings
- ▶ Product recommendations

This ensures every associate has everything they need to make the most of every customer visit and help eradicate shopper decision fatigue from your stores.



Aptos ONE POS is built to deliver integrated, informed and personalized experiences to every store shopper

And in so doing, help eradicate shopper decision fatigue from your stores.

Aptos' modern, Cloud-native POS is designed to empower store associates with real-time customer history, inventory availability, product reviews and product recommendations to ensure every associate has everything they need to make the most of every customer visit.

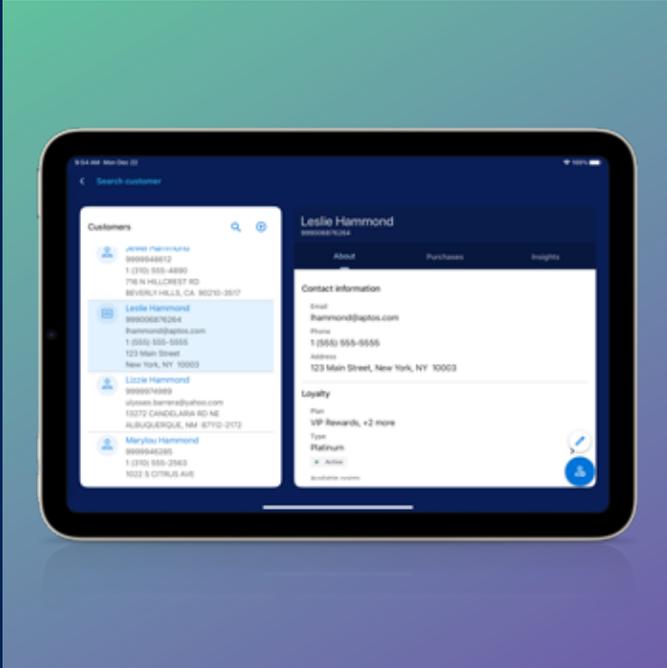
Let's take a closer look at five ways Aptos ONE can help your stores get up close and personal with your customers...



1

Aptos ONE helps sales associates dive deep into each customer's history with your brand to deliver highly personalized recommendations.

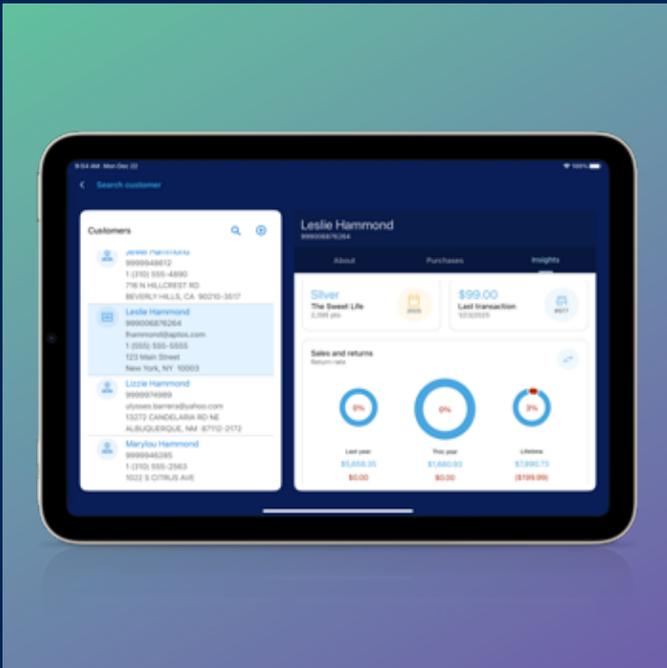
Present every associate a complete history of each customer's relationship with your brand.



2

Aptos ONE makes it easy for associates to deliver customized offers and promotions that reflect each shopper's history, loyalty and value to your brand.

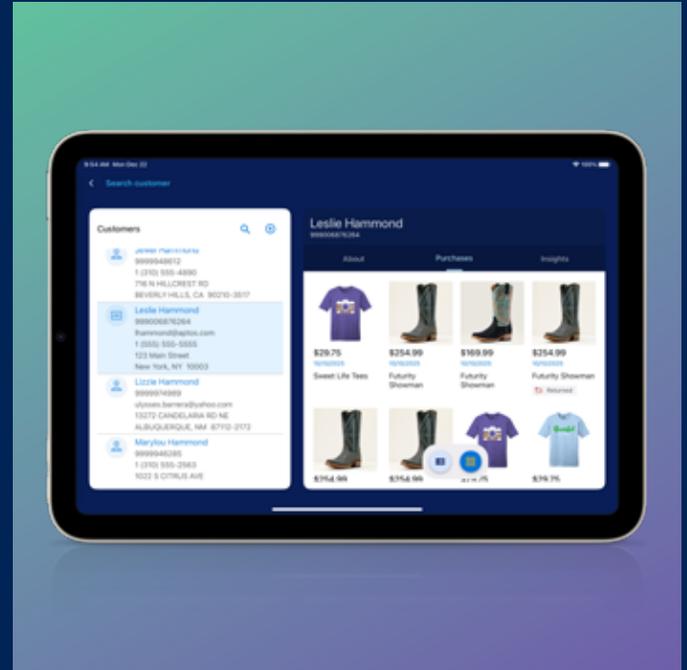
Comprehensive insights into their long-term loyalty and lifetime value to your brand make it easy to design offers that associates can use to help motivate more purchases.



3

Aptos ONE gives associates the tools they need to curate merchandise suggestions that align to each customer's style, preferences and closet.

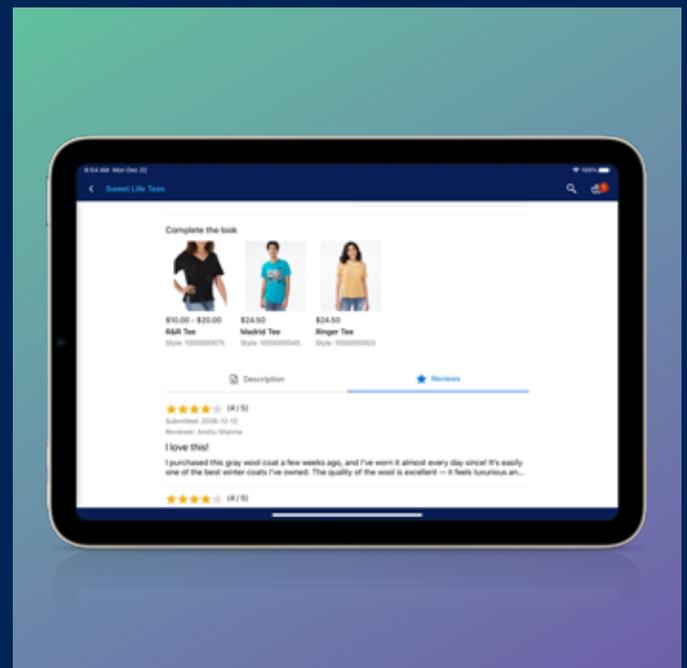
A visual history of every purchase, in every channel and every store, gives associates a holistic look into each customer's style, taste and price point preferences to help them curate items in the fitting room.



4

Customer reviews and related cross-sell and upsell candidates give every sales associate a chance to become a high performer.

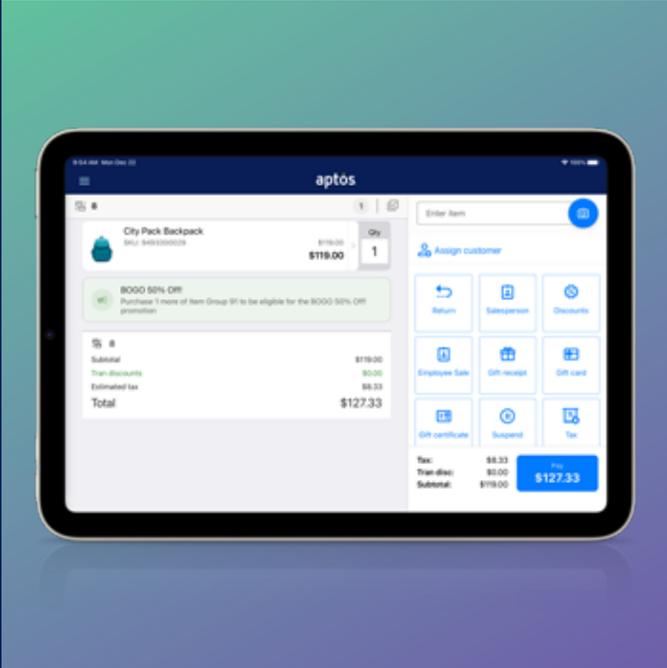
Arming every associate with recommended cross-sells and upsells paired with customer reviews turns every sales associate into a trusted advisor.



5

Aptos ONE alerts associates when shoppers approach promotion eligibility to ensure they receive the best price and maximum value.

Associates are alerted to promotions whenever items in their cart approach promotion eligibility. Customers have every opportunity to take advantage of the best deals, and associates have another opportunity to increase basket sizes.



Aptos ONE helps reduce shopper decision fatigue during every step of the customer journey to increase conversion rates and basket sizes

Browsing

- ▶ Personalized greetings from associates
- ▶ Tailored promotions and offers

Product Discovery

- ▶ Tailored recommendations
- ▶ Curated and staged outfit suggestions

Decision-Making

- ▶ Associate guidance based on customer insights
- ▶ Custom fitting or styling assistance
- ▶ Scan-and-learn product information

Purchase

- ▶ Tailored upsell or cross-sell recommendations
- ▶ Personal offers at checkout

Post-Purchase

- ▶ Custom receipt with targeted follow-up offers





The Path Forward

Shopper decision fatigue is a silent killer of retail performance. It leads to abandoned purchases, decreased satisfaction and missed revenue opportunities.

But the solution is clear: **personalization at the point of sale.**

By implementing integrated POS solutions like Aptos ONE that enable personalized recommendations, customized offers, curated selections, targeted cross-sells and real-time loyalty updates, retailers can:

- ▶ Reduce mental exhaustion and stress for shoppers
- ▶ Increase customer confidence and satisfaction
- ▶ Build stronger emotional connections with their brand
- ▶ Drive measurable improvements in traffic, conversion rates, and basket sizes

The evidence is irrefutable: Personalization at the point of sale positively impacts retail revenues by eliminating shopper decision fatigue and creating experiences where customers feel valued, confident, and eager to return.

The future of retail is personal.

[Learn more ↗](#)



Aptos: The leader in Unified Commerce

Aptos is the global leader in unified commerce solutions for retailers. Our modern, cloud-native POS and advanced enterprise technologies are trusted by hundreds of retail brands around the world. For over 40 years, Aptos has delivered software solutions that help retailers inspire loyalty, maximize revenue and reduce costs.

Learn more at aptos.com
