

Increase Customer Engagement & Profit



THE POWER OF PERSONALIZATION

Customization will be a key competitive edge in the retail world of the future. Personalization fosters greater customer interaction and engagement, and forges stronger bonds between the customer, the product and the retailer.

Research shows that almost 70%¹ of consumers would return to a retail store that provided an opportunity to individualize a particular service or offering. Consumers who personalized a product online visited the merchant's website more often, stayed longer and showed stronger brand loyalty. Your chance of selling to an existing customer is 50%² higher than your chance of landing a brand new customer; and personalization keeps customers coming back.

The economics of retail customization are compelling. Personalization drives higher spend-per-customer and greater register values – sellers realize up to 50% higher sales and revenue, and up to 34% more profitability, when they expand their product portfolio by adding a personalized product or service offering.

When they can personalize a product, customers feel empowered, understood and appreciated by the retailer. Consumers get to intertwine their personal “brand within a brand” – and this builds a connection between the customer and the retailer. Customization is a logical and proven way for retailers to differentiate their products and brand from competitors – a crucial point at a time when online shopping allows consumers to instantly compare products, features and prices.



ON-DEMAND PRINTING IS KEY

A wide range of sellers – from purses and scented collectables to consumer packaged goods – are driving sales and profits with personalization. Companies are using data from POS and retail management applications to create more targeted loyalty programs. Some retailers now offer invitations to exclusive events, customer-friendly design applications, and personal shopping assistance.

One method increasing in popularity among brick-and-mortar retailers is on-demand printing – from customized gift messaging and package labels to personalized stationery, and more.

The applications are endless and the ability to be creative is limitless. Affordable short-run printing capabilities open entirely new market possibilities. The high-quality print output is suitable for product personalization and packaging, but also cost-effective to generate a high return on investment. Additionally, retailers can leverage in-store printing to create impressive mock-ups and prototypes, incorporate watermarks and other customer-created designs for stationery, invitations, business and personal letterhead.

Today's new generation of print technology can handle a wide range of media sizes, types and weights, and deliver impressive print speeds and flexible run volumes. The best systems reduce manual intervention – a key point in the high-turnover retail space – minimize set-up costs, and simplify the media selection process.

Personalized products and services can enhance your business model. Providing high-quality, on-demand printing is a great way for retailers to expand their product line, differentiate their business and deliver a better overall customer experience.



The C532dn HD color printer is one of the many durable printers offered in OKI's retail packages. Packages also include custom-print solution software and capabilities tailored to the retail industry.



OKI CORPORATE PROFILE

- OKI Data Americas is backed by Tokyo-based parent company OKI Electric Industry, a \$4.4B global public corporation
- More than 40 years leading the impact printing industry for the world's most reputable business leaders
- Recognized for pioneering "next generation" LED technology for color critical applications
- Robust portfolio of digital production printers delivering world-class print output that resonates and is remembered

For more information, visit www.oki.com/us and follow OKI Data Americas online.

¹ Steve Curtin, *Personalization is Good for Business*, 5/12/17

² Paul Farris, Neil Bendle, Phillip Pfeifer, David Reibstein, *Marketing Metrics*



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