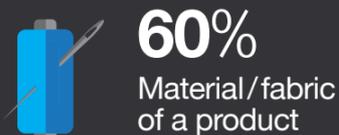


CONSUMER SHOPPING EXPECTATIONS ARE RISING. BRANDS TAKE NOTICE.

Despite increased online shopping, 1,500+ respondents in CGS's 2018 Retail Survey note in-store buying and returns are still important to the shopping experience. And, issues around product ethics and sustainability are on the rise.

TOP 4 FACTORS

Impacting Consumer Purchasing Decisions



As 40% of total respondents expressed interest in the ethics of the product, an increased interest in product sustainability was also clear.

eCOMMERCE SALES INCREASING

Brands Look to Expand Omnichannel Strategy



With nearly three-quarters of respondents noting they prefer to return items in-store, **brands need to evaluate their store experience and strategize how to:**

- ✓ Provide fast-and-easy-returns experience
- ✓ Gather valuable product & shopping experience feedback for continuous improvement
- ✓ Look for opportunities to upsell/cross-sell on products in the store
- ✓ Accelerate product-returns processing to increase sales and decrease markdowns
- ✓ Leverage supply chain technology to unify online and offline channels

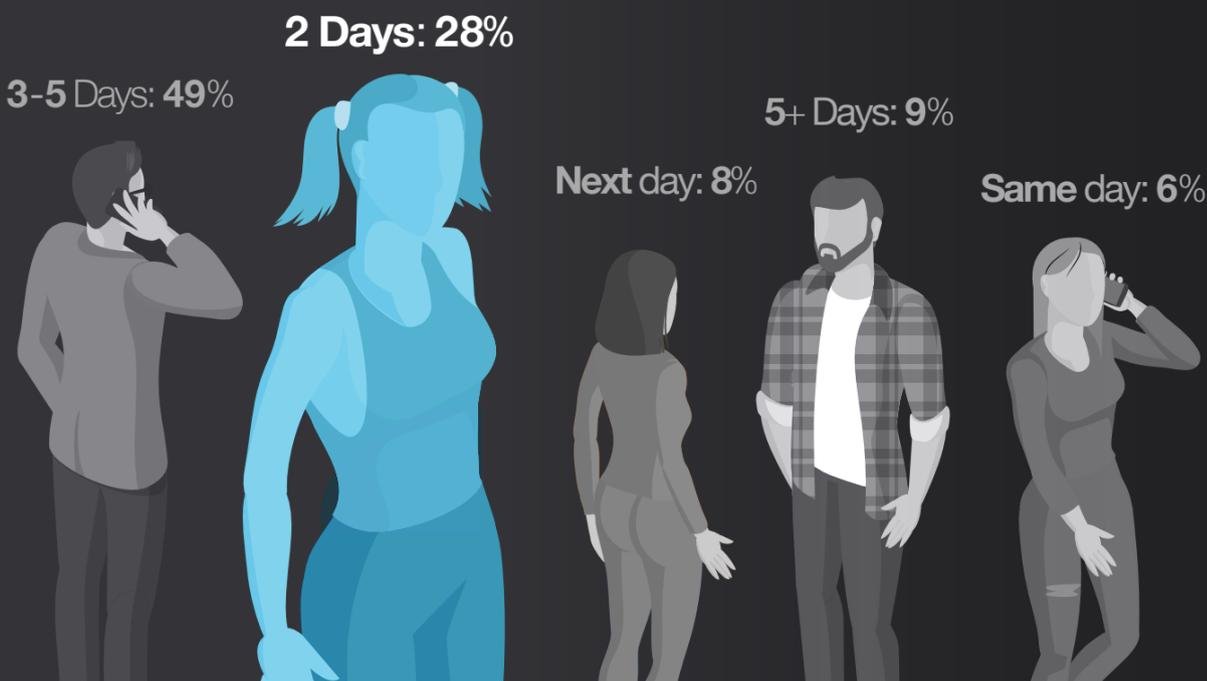
Consumers are willing to pay more for ethically manufactured and sustainable products



Brands look to speed up order fulfillment

EXPEDITED SHIPPING BECOMES THE NORM

Consumer Online Shipping Preferences



ABOUT CGS: For nearly 35 years, CGS has enabled global enterprises, regional companies and government agencies to drive breakthrough performance through business applications, enterprise learning and outsourcing services. CGS is wholly focused on creating comprehensive solutions that meet clients' complex, multi-dimensional needs and support clients' most fundamental business activities. Headquartered in New York City, CGS has offices across North America, South America, Europe, the Middle East and Asia.

For more information, please visit www.cgsinc.com and follow us on Twitter at @bluecherryCGS and on Facebook

For more information: applications@cgsinc.com © 2018 Computer Generated Solutions, Inc.