

Department Store Retailing - UK - March 2012

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“As mobile devices become the key connecting point for cross-channel they will have a major impact on how companies communicate with their customers and how they foster loyalty, but they could become the perfect conduit for delivering more potent messages about the advantages of ‘click and collect’ services too”.

– Hilary Monk, Senior Retail Analyst

In this report we answer the key questions:

- Can department stores market ‘click and collect’ more effectively?
- How can new store formats contribute in today’s cross-channel era?
- How are international strategies developing?
- Can department stores do more for younger online shoppers?
- Are retailers doing enough with their stores?

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