



Shoppers Want Enhanced Personalization, More Choices from Retailers' Social Media Programs

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New industry survey provides insight for retailers regarding consumers' use of social media

DULUTH, Ga., Jan 12, 2010 (BUSINESS WIRE) -- Shoppers are looking for enhanced personalization and more choices in how they interact with retailers through social media, according to a recent survey conducted by NCR Corporation (NYSE: NCR). The NCR survey polled more than 400,000 consumers regarding their experiences with social media and how retailers can better serve their needs.

Highlights of the survey results include:

- **Consumers want a personalized experience with social media.** Survey results showed that shoppers are more likely to do business with a retailer who recognizes them as individuals through social media and incorporates their unique preferences. Every contact a retailer has with customers - from social networking sites such as Facebook, to status update sites, such as Twitter-- can influence a buying decision. Results also showed retailers that provide customers more choices in how they interact with the brand (e.g. online, at the store, in social networks, or through their mobile device) and encourage customization of this experience can more effectively engage customers.
- **Retailers need to unify offers across social media channels.** Consumers overwhelmingly stated they are more likely to respond to unified social media offers from retailers versus stand-alone offers. For example, consumers are more likely to select an offer where they could identify a program of interest through Twitter, review recommendations from their peers on Facebook and then complete the transaction through the retailer's Website, rather than select an offer of an online coupon on a retailer's Website.
- **Nurturing online communities adds credibility.** Consumers want to interact with their peers through communities of interest or social networking sites and look to retailers to facilitate this, stating that the ability to view real customer feedback (both positive and negative), such as product reviews, added significant credibility to retailer's social media marketing programs.
- **Put experts online and respond quickly.** The ability to interact with domain experts was also a major perceived benefit. Many respondents stated that the ability to interact with experts and obtain fast and knowledgeable support was a major decision in where and how they shopped. Consumers also expect retailers to listen to feedback provided through social media channels and respond sooner, such as when they report a negative experience in the store or a bad link online.

"Social media is an exciting way for retailers to engage customers and build communities of interest around their brand," said Sundeep Kapur, director, strategic marketing, NCR Corporation. "The survey results demonstrate that retailers who present a holistic understanding of their customers and deliver more personalized, relevant offers through social media can open new revenue channels and see a greater return on investment through social media."

NCR Aprta eMarketing is designed to optimize the way businesses communicate with their customers and clients by controlling the relevance, personalization and timing of marketing messages via a specific choice of medium, including: email, self-service, print, online, mobile messaging, call centers or in-store. Customers include leading retailers, financial services companies, gaming companies and travel/transportation providers. NCR Aprta eMarketing also provides social media consulting programs that help multichannel retailers create connections with their customers through social media. Representative customers include seller of birding products Duncraft, men's fashion apparel Paul Fredrick and the Wine Enthusiast Companies.

NCR Aprta eMarketing will be shown in NCR's booth (No. 401) at the 2010 National Retail Federation tradeshow, January 11-12, in New York.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming and public sector organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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