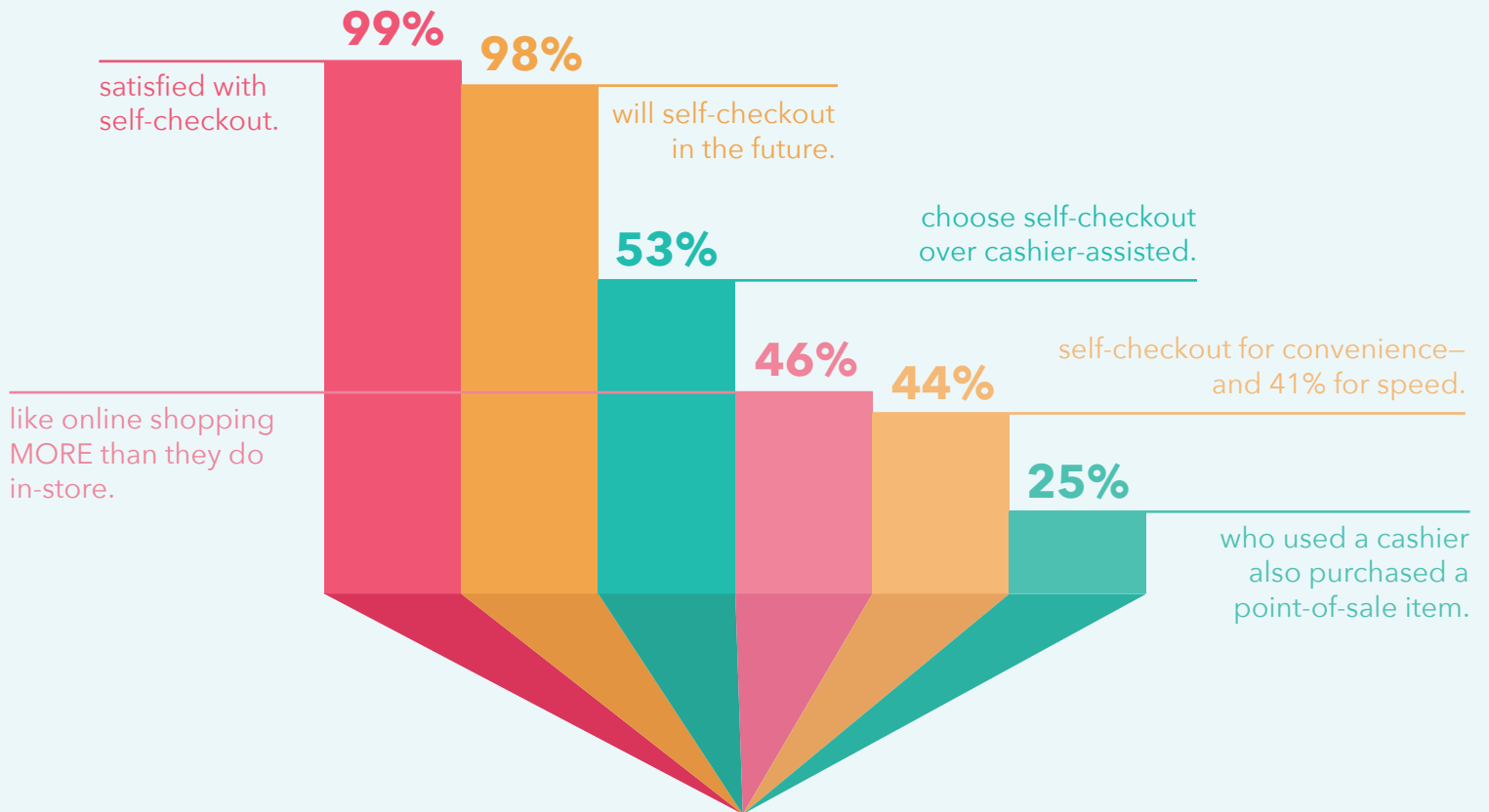


Why shoppers love self-service.

88% are very satisfied with it.

Shoppers love self-service.

It's power. And, power is addictive. See the shift to self-directed retail—and learn how to harness it.



like online shopping MORE than they do in-store.



Let shoppers hold the purse strings. Cash in by making them feel in control of their visit—why? Because, **86%** will pay you more for a great customer experience. Reach them now.

UNDERSTAND HOW CONSUMERS SHOP.

Send a survey to our panel: solutions@mfour.com or call 714-754-1234.

[LEARN MORE](#)

METHODOLOGY: The Surveys on the Go® (SOTG) Mobile App was used to trigger surveys based on observed brick & mortar store behavior. Targeting adults 18+ for key store locations with known Point-of-Sales displays. N=200.

REFERENCES:

1. <https://mfour.com/guide/the-complete-guide-to-customer-experience/>