

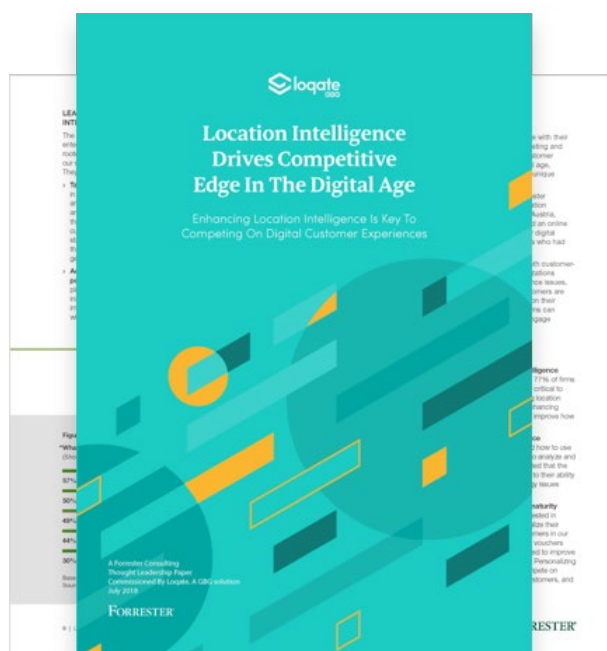


Consumer Study Results

NEW Forrester Consulting Study

How Location Intelligence can help you understand your customer's individual circumstances and improve the experience

Digital transformation is affecting how organizations engage with their customers across the entire customer lifecycle, from marketing and commerce to products, services, support, and ongoing customer engagement. To ensure your business can thrive in this digital age, you must know and understand your customer.



Forrester Consulting Thought Leadership Paper:

Location Intelligence Drives Competitive Edge in the Digital Age

Loqate commissioned Forrester Consulting to explore the use of, and attitudes towards, location intelligence across multiple industries in the UK, USA and DACH, Benelux and the Nordics.

The study reveals that while location intelligence is rising in importance across both customer facing and back-office environments, organisations are facing challenges around data quality, globalisation, technology and compliance issues. Visit the Loqate website to download the full study and discover why now is the time to become Location Intelligent.

loqate.com/forrester-study

The case for enhancing location intelligence maturity is clear

As customers are increasingly interested in personalized experiences based on their location. At least half of consumers are interested/very interested in allowing brands to use their location information to personalize their experiences across all stages of their life cycle.

Location intelligence allows firms to engage with customers in ways they never have before

63% of consumers in our study are interested in receiving promotional discounts and vouchers based on location and 53% are interested in their location data being used to improve customer service and checkout experiences.



71% of consumers said an easy on-boarding process is 'Important'/'Very important' at this stage of the lifecycle.



Over half (52%) of consumers survey say it is important that brands understand their unique circumstances.



63% of consumers are 'Interested' or 'Very Interested' in allowing brands to use their location data to provide promotional discounts and vouchers.



Over half of consumers are 'Interested'/'Very Interested' in allowing brands to personalize all stages of the lifecycle based on their location information.



Over half of all 35 to 54 year olds surveyed are 'interested' or very 'interested' in allowing brands to use their location information to improve the checkout process.

Key recommendations based on the consumer survey

Using location intelligence data for the checkout process is at the bottom of the priority list for firms, however, when looking at the results of the consumer survey, using location information to improve the checkout experience was in the top three of their priorities. This demonstrates that firms need to know and understand their individual customer circumstances in order to succeed in this digital age.

Learn more and download the full report, or talk to your Loqate account manager.

[Loqate.com/forrester-study](https://loqate.com/forrester-study)