How In-Store Tech Bugs Impact Sales

Tech malfunctions can erode brand confidence

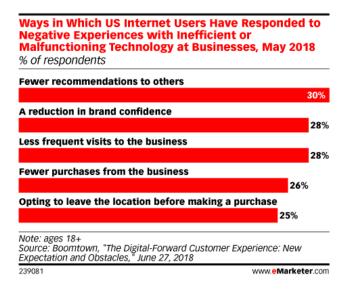**ARTICLE**

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As in-store tech becomes widespread, some glitches are bound to occur. But how many and how often?

A May 2018 survey from intelligent support platform Boomtown found that 80.9% of US internet users have run into inefficient or malfunctioning tech while shopping or dining. For another 58.9%, this has occurred multiple times.

Some bugs actually cost sales. The study found that 25% had a left a store or restaurant without making a purchase after a technology problem.

Other bugs merely inconvenience consumers. But those inconveniences have repercussions, the study found. Respondents said after a tech snafu they make fewer purchases, visit less frequently and won't recommend the brand as often to others.

Ways in Which US Internet Users Have Responded to Negative Experiences with Inefficient or Malfunctioning Technology at Businesses, May 2018
% of respondents

Fewer recommendations to others
30%

A reduction in brand confidence
28%

Less frequent visits to the business
28%

Fewer purchases from the business
26%

Opting to leave the location before making a purchase
25%

Note: ages 18+
Source: Boomtown, "The Digital-Forward Customer Experience: New Expectation and Obstacles," June 27, 2018

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Meanwhile, a positive tech experience was found to bolster brand affinity. Close to half (46%) of respondents said efficient tech raises confidence in the brand, which is turn leads to frequent visits (44%), purchases (41%) and recommendations (43%).

According to a separate study, this one by InMoment in December 2017, problems with in-store technology are not as serious as problematic interactions with retail staffers. Nearly three-quarters (74%) of US internet users surveyed by InMoment said interactions with staff, contributed to a negative in-store experience. In contrast, just 7% said technology in-store was to blame for poor experience.