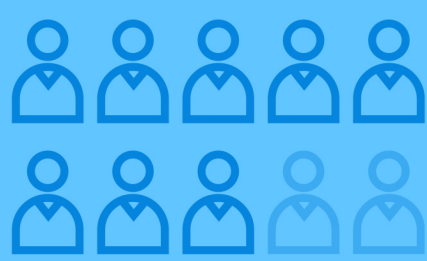


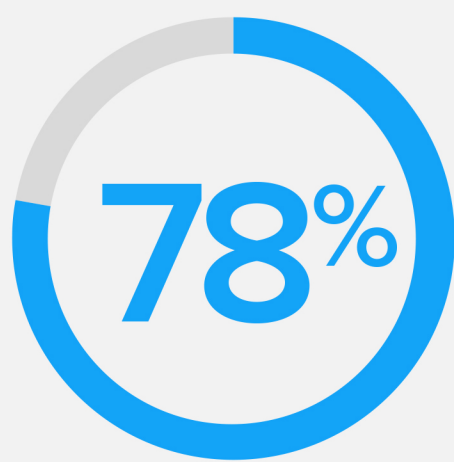
Consumers want supply chain visibility and performance or they will switch brands

A recent survey, conducted by YouGov on behalf of Infor, shows that consumers now expect a supply chain visibility solution as part of the brand experience.



8 out of 10

consumers surveyed expect to receive regular updates on the status of their orders.



of consumers surveyed identified 'Estimated time of arrival' & 'Real-time location information' as being the MOST important to know when waiting for a purchase to be delivered at home or to a pickup location.



49%

Estimated time of arrival (ETA) information.



29%

Real-time location information is most important to know, when waiting for a purchase to be delivered at home or to a pickup location.

Consumer expectations are on the rise across product categories

Product categories in which consumers would likely switch to another brand if preferred brand couldn't get the product when expected.



59%

Groceries



37%

Health and beauty products (e.g., cosmetics etc.)



53%

Household products (e.g., cleaning supplies etc.)



35%

Electronics or Hi Tech (e.g., laptops, smart phones, appliances, etc.)



40%

Fashion and footwear (including accessories)



32%

Furniture (e.g., sofas, wardrobes, etc.)

Conclusion

Next-day or even same-day delivery of goods is becoming the expectation, versus the exception. Consumers can now get very granular information about product status and location, and they increasingly are associating supply chain performance with brand preference.

Perspective Paper: Digital Transformation

Is your supply chain connected to the real-time data that customers are demanding? Read this report about the next steps in your supply chain's digital transformation, and the technologies that will help you get there.

[Read the paper >](#)



Gold Channel Partner

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641 Avenue of the Americas, New York, NY 10011

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Connecting Businesses With Best-In-Class Enterprise Solutions.
1 Ivybrook Boulevard, Suite 177
Warminster, PA 18974, USA
Phone: 215.675.5754
www.ICCG.com