

High Street Stores Fight Back

The increasing success of eRetailing has hit walk-in sales at many high street stores but now the fight back is ramping up and the tide is starting to turn. Initially Retailers with physical stores started by building their own copycat eRetailing websites but quickly realised they had to provide things that web-only retailers could not offer. A good example was an order on-line and pick up in-store service.

According to Malcolm Wicks, Marketing Director, Pierhouse, this will be the year when smart Retailers with physical stores win back customers by focusing on the top three factors that web-only Retailers cannot compete with. He calls these three factors: **Touch, Talk, Now.**

Customers have to visit a physical store to **touch** or try on an item to see if it's really what they want. They want a knowledgeable person available in-store to **talk** to about the product and any alternatives, options or added value advice. When customers have something they want in front of them many want it **now** and can't wait for postal deliveries that may be delayed.

Successful Retailers will be the ones that implement the right blend of **Touch, Talk, Now** that eRetailers can't copy.

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