

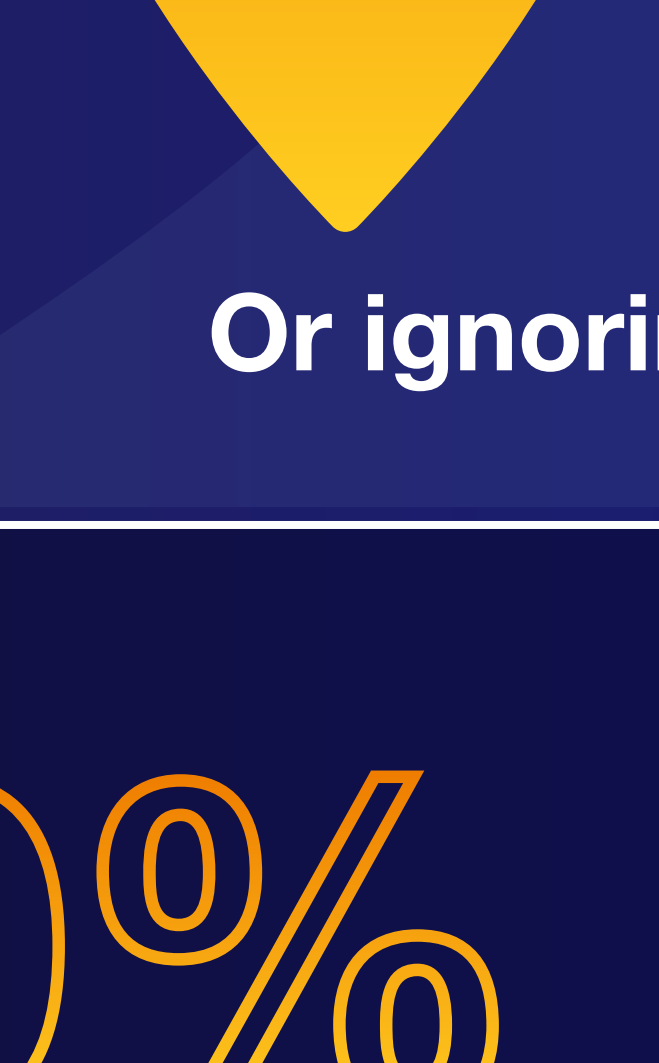
Customers aren't following the journeys we design anymore.



They're bypassing them...



Reshaping them...

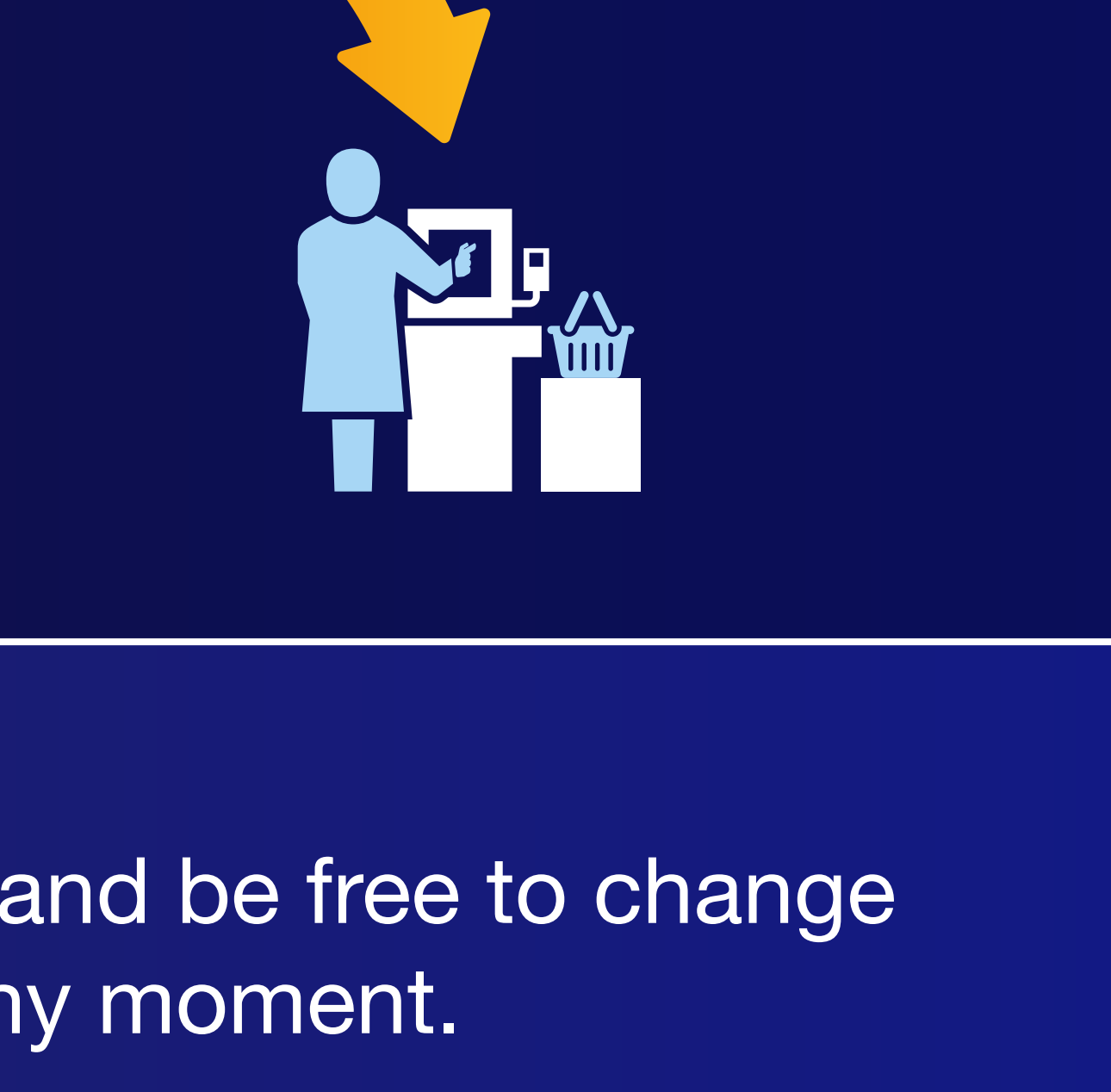


Or ignoring them entirely.

80%

of consumers say it's important to have a **choice of checkout options** – reinforcing that **flexibility**, not standardisation, now defines a good experience.

(Source: Kantar Profiles Research on behalf of Glory, July 2022*)



They expect to choose – and be free to change that choice at any moment.

WHAT IS A SELF-DIRECTED CUSTOMER?

1. Control

They decide:

- how they engage
- how fast the journey should be
- whether they want independence or support



For many customers, this isn't just a preference for speed – it's a desire to control the process itself, particularly in routine or low-complexity interactions.



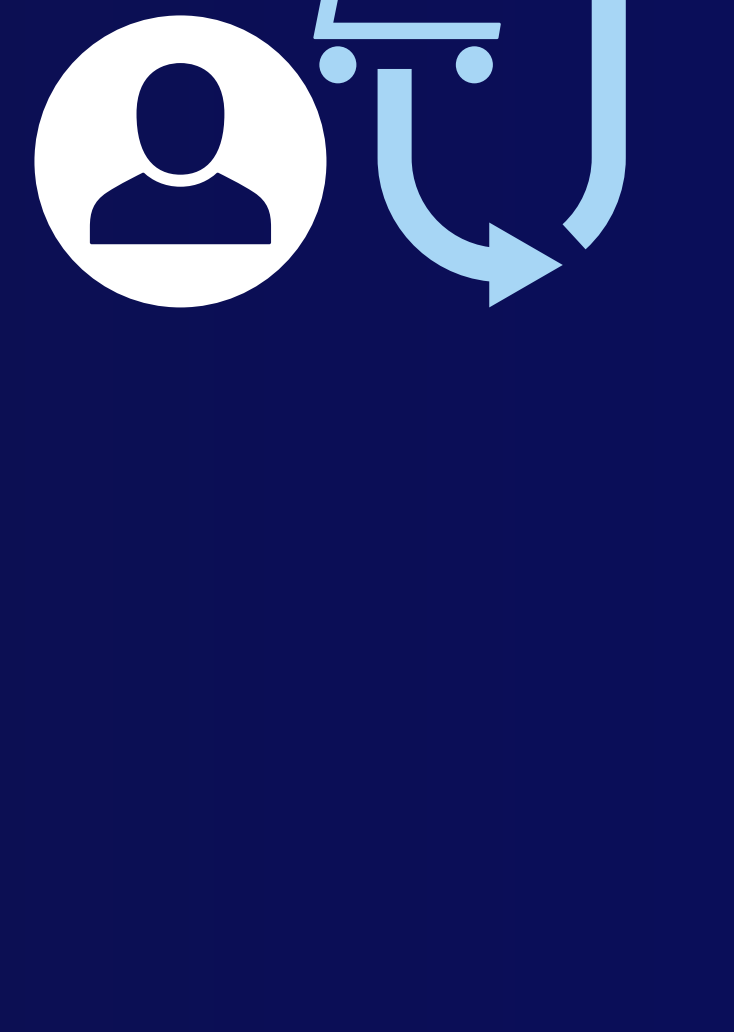
2. Continuity

They expect every interaction to connect:

- no repeating steps
- no restarting journeys
- no loss of context

3. Contextual Choice

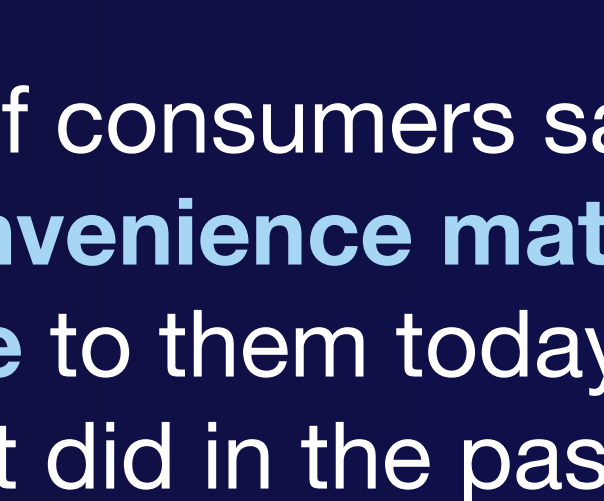
Their needs change in real time. They want speed when they're in a hurry; they want reassurance when something is complex; and they want flexibility when plans change.



The same person, on the same day, might:

- use self-checkout for a quick purchase
- seek staff support for a return
- buy online and fulfil in-store

WHAT CHANGED: FROM CONVENIENCE TO CONTROL



52%

of consumers say **convenience matters more** to them today than it did in the past.

Source: Deloitte



85%

of retail executives say they are making significant investments to **increase convenience**.

Source: Deloitte

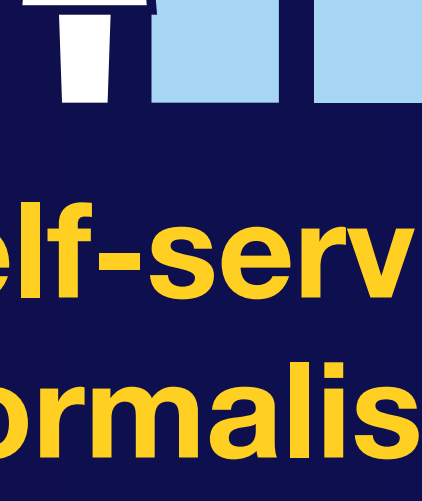
But as technology has evolved, so have customers, and **convenience alone is no longer enough**.

Several forces have converged to create this shift:



Digital redefined "easy"

Customers now expect interactions to be fast, intuitive, and frictionless by default.



Self-service normalised autonomy

From banking apps to airport check-in, customers have grown comfortable acting independently – when it suits them.



Journeys became fluid

Self-directed customers don't behave in straight lines.



51%

of respondents want online and in store experiences to be more integrated (rising to 75% in some markets).

YouGov, 2025*

WHAT SELF-DIRECTION ACTUALLY REQUIRES

Supporting self-directed customers means rethinking experience design from the ground up.

These are the three principles that matter most:

1. FREEDOM TO CHOOSE

Customers must be able to decide:

- channel
- interaction type
- fulfilment method
- payment preference



Without hitting dead ends or forced paths.

2. CONSISTENCY EVERYWHERE

Nothing breaks trust faster than inconsistency:

- pricing that doesn't match
- promotions that don't transfer
- loyalty that doesn't follow



Consistency is invisible when it works – and highly visible when it doesn't.

3. SEAMLESS TRANSITIONS

Customers want to be able to:

- start anywhere
- move anywhere
- finish anywhere



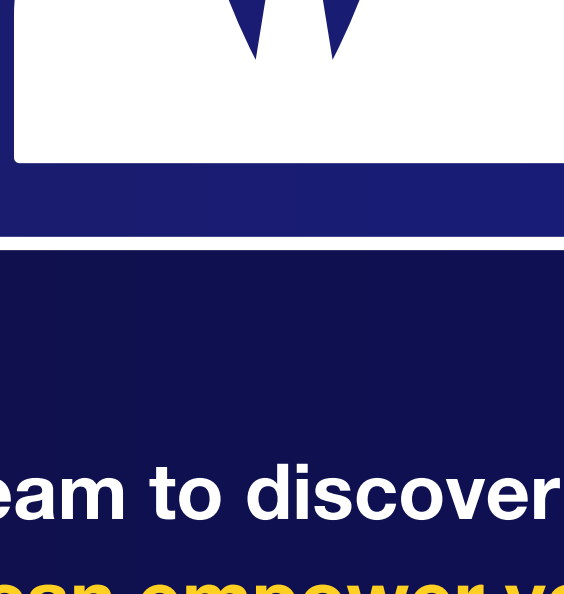
Without friction.

The question today isn't:

How do we design the perfect journey?

It's:

How do we enable customers to design their own?



Have a chat with our team to discover how our full spectrum of retail solutions **can empower you to meet today's self-directed customer**.



www.glory-global.com



info@uk.glory-global.com