



NO ROOM FOR ERROR

What 6,800 consumers reveal about the future of retail experience



Our global survey, commissioned through YouGov, demonstrates that across retail, hospitality, and banking, the battle for growth **is won (or lost) on experience**.

THE EXPERIENCE ECONOMY HAS ARRIVED



The data confirms what shoppers have felt for years: customer experience is now the front-line of competitive advantage.

In our survey:



YouGov, 2025*

That's not a marginal differentiator; that's the market talking.

ZERO TOLERANCE: THE COST OF A SINGLE BAD INTERACTION

Patience is in short supply, especially in hospitality.

Our respondents told us, after one poor experience:



After two poor experiences, things fall off a cliff:



YouGov, 2025*

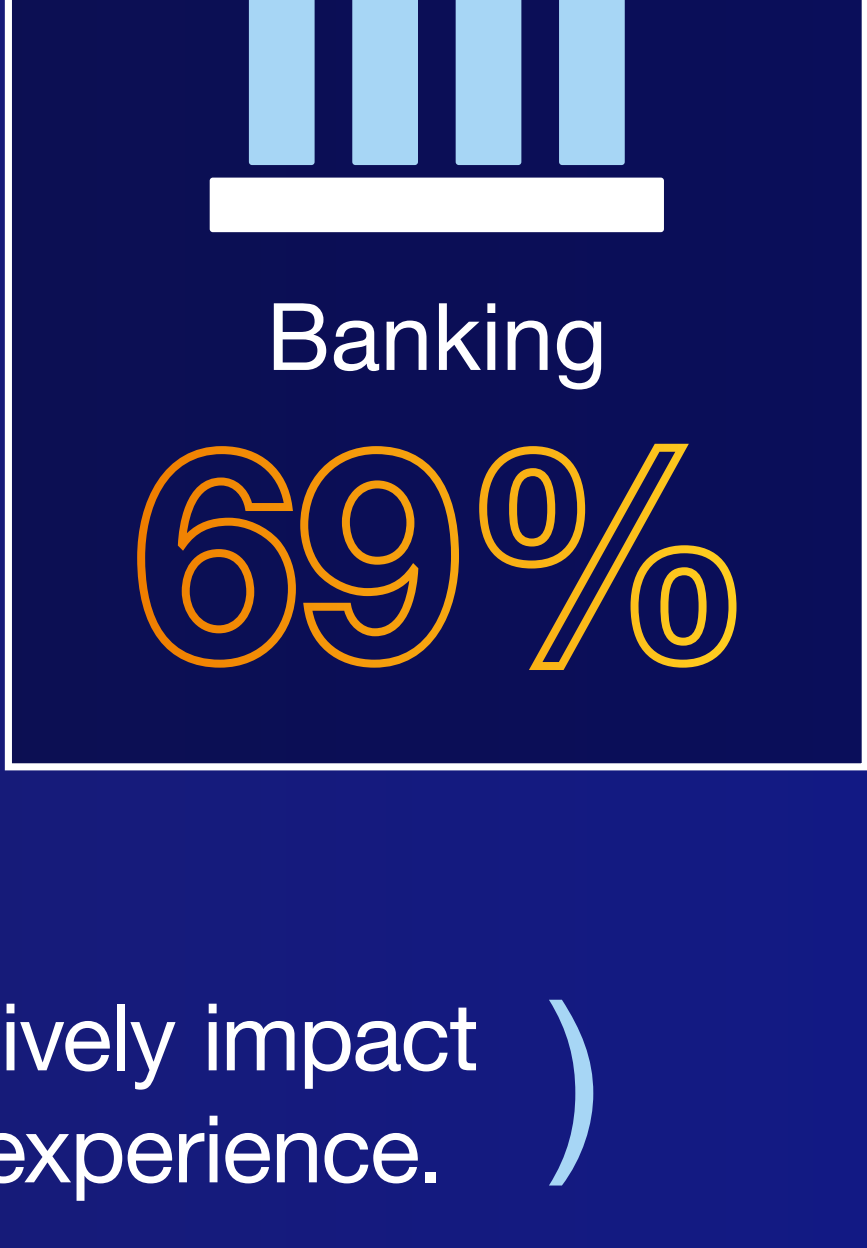
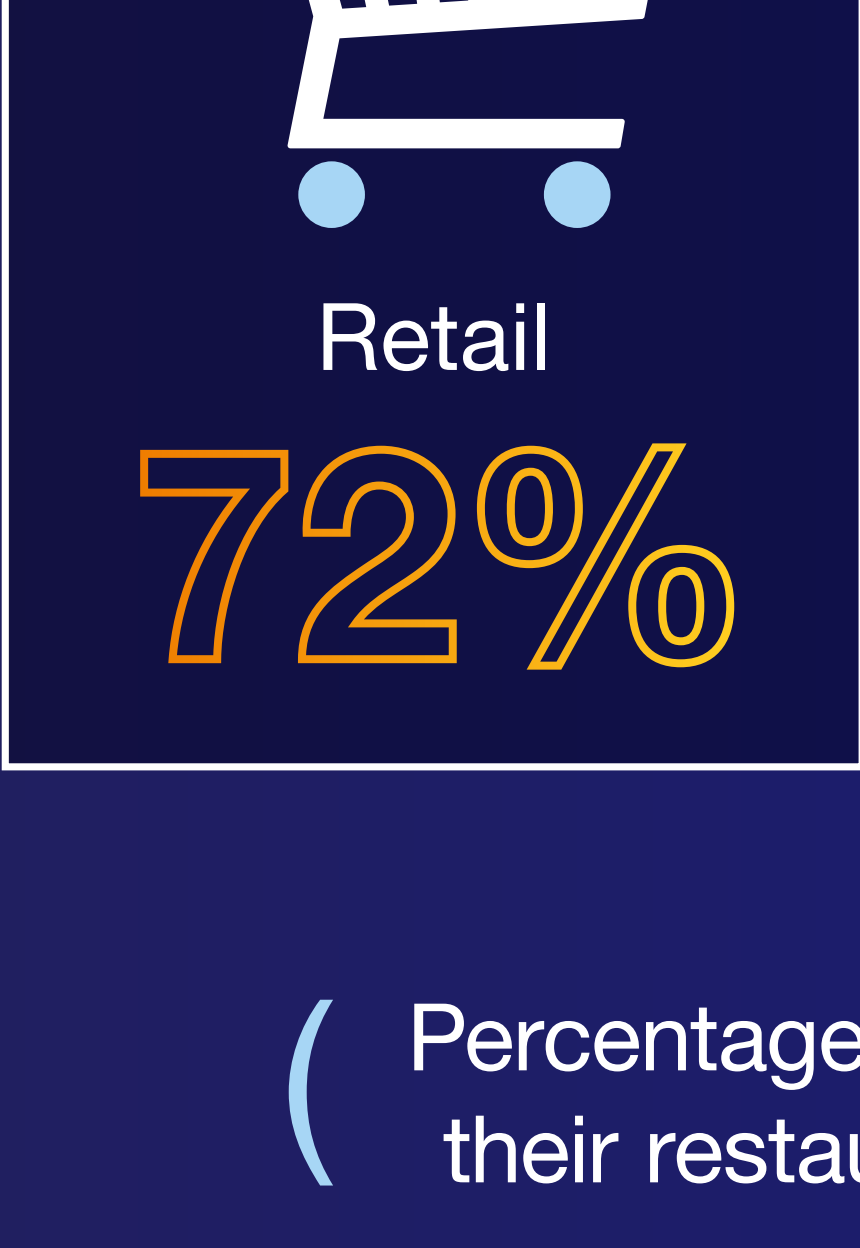
Two strikes and you're out.

Every operational decision – staffing, layout, payment options, kiosk flows – either **compounds value** or **compounds risk**.

THE QUEUE EFFECT: WHY WAITING IS A STRATEGIC KPI

Queues are more than an inconvenience; they're a brand signal.

Our survey shows:

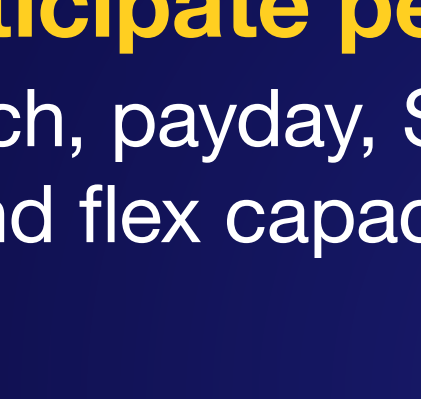


YouGov, 2025*

(Percentage saying waiting times negatively impact their restaurant/shopping or banking experience.)

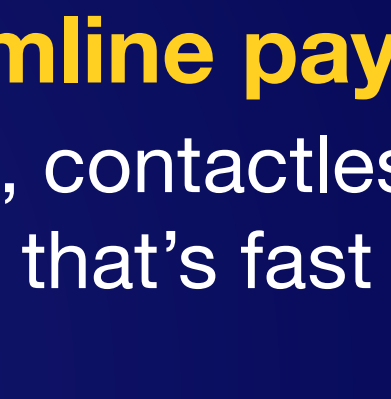
A queue tells customers your throughput doesn't match your demand – or that your front of house, payment, and fulfilment flows aren't balanced.

The fix is rarely one thing. It's a system:



Anticipate peaks

(e.g., lunch, payday, Saturdays) and flex capacity.



Streamline payments

(mobile, contactless, cash acceptance that's fast and secure).



Load balance

with well placed kiosks and clear way finding.



Remove bottlenecks

like manual cash handling or single point approval steps.



Surface wait times

transparently to manage expectations.

When organisations treat queue time as a board level KPI, throughput, spend, and satisfaction rise together.

SELF SERVICE WORKS WHEN IT'S DESIGNED FOR PEOPLE



70%

Consumers are broadly positive on self service: 70% say it improves their experience.

YouGov, 2025*

UNIFIED COMMERCE: FROM CHANNELS TO A SINGLE TRUTH

51%

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

YouGov, 2025*



Yet many consumers – especially in the UK and the US – are unsure what “integration” really means.

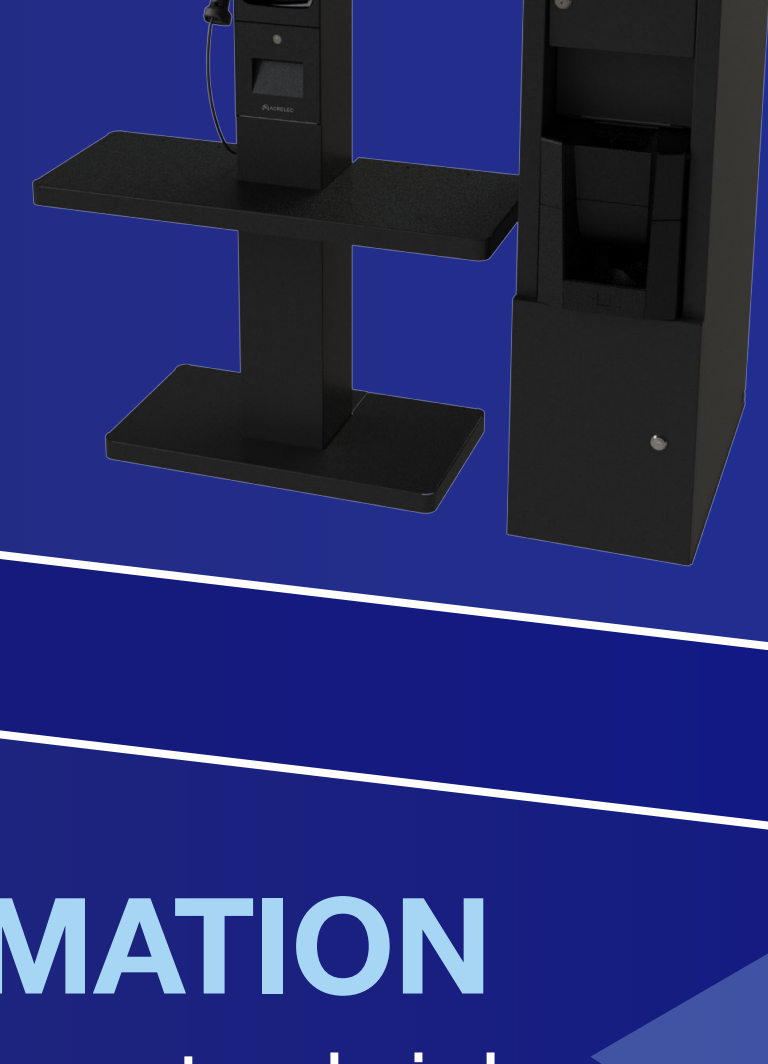
That's on us as an industry to demystify and deliver.

HOW GLORY HELPS

At GLORY, we're focused on enabling **frictionless, connected experiences** across retail, hospitality, and banking:

SELF SERVICE

that customers actually enjoy using.



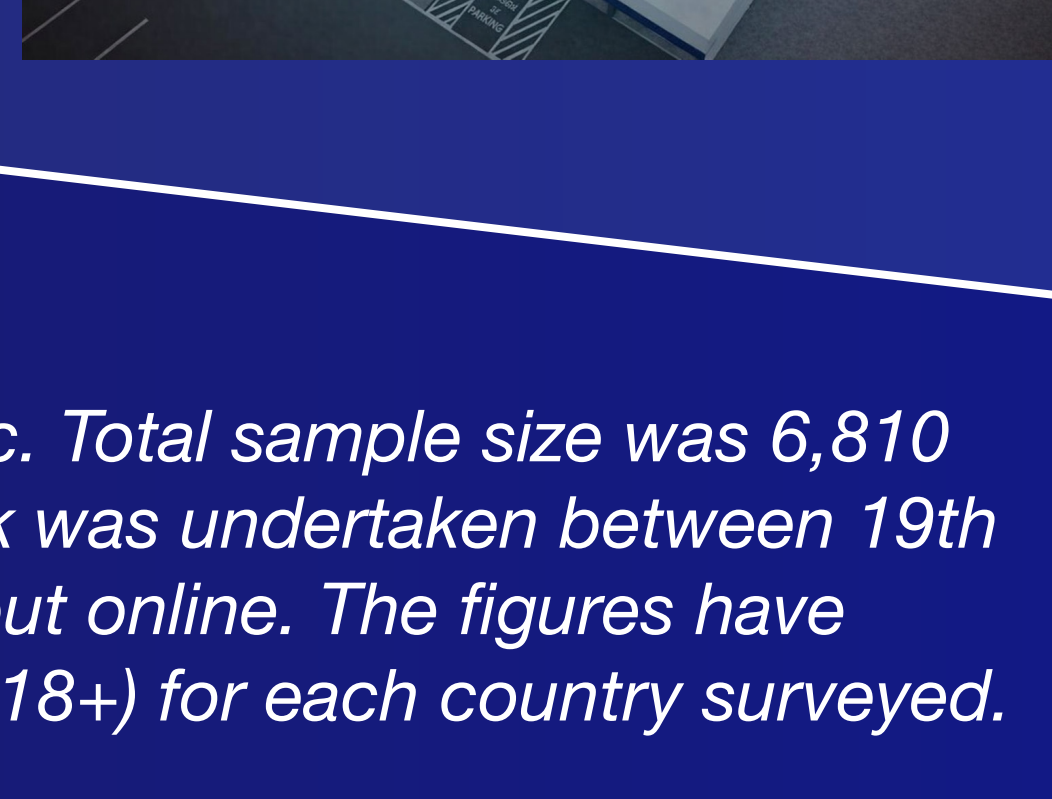
CASH AUTOMATION

that speeds service, cuts shrink, and gives colleagues time back.



UNIFIED COMMERCE

platform that connects channels to a single source of truth.



**All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 6,810 adults across the UK, the USA, and Singapore. Fieldwork was undertaken between 19th September - 1st October 2025. The survey was carried out online. The figures have been weighted and are representative of all adults (aged 18+) for each country surveyed.*

The message from 6,800+ consumers is unequivocal: There's no room for error. But with the right plan, there's plenty of room to win.

If you're ready to reduce friction, join up your journeys, and turn queues into kudos, we'd love to help:



www.glory-global.com



info@uk.glory-global.com