The magic of Macy's & Google
Problems You Face

I only go to this Macy's because I absolutely have to. Service is slow and overwhelming, fitting rooms are small and dirty.

Outcomes

This location is a disaster, especially the shoe department, worst customer service I have ever seen.
2.5x more likely to be an early adopter of technology

56% report they are one of the first to try new technology

70% feel a responsibility to share feedback with companies
Problems You Face
Macy's Maps
The Need
Outcomes
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Customer Service
Why Google
Why Macy’s Maps?

86% of consumers will pay 25% more
Outcomes
Possible Problems

Cost

Technology Dependence

Older Generations

Problems You Face  Macy's Maps  The Need  Outcomes
Review

➔ The problem

Google

➔ Why?