Contents

Chapter 1 Introduction: What Is Showrooming? 1
Chapter 2 Today’s Customers 17
Chapter 3 Reward Systems: Compensation at the Store Level 39
Chapter 4 Reward Programs: Loyalty at the Store Level 57
Chapter 5 In-Store Wi-Fi: Engaging Showroomers on Their Terms 75
Chapter 6 Price Matching: To Match or Not to Match? 93
Chapter 7 No-No’s at the Store Level: What Not to Do When Faced with Showrooming 109
Chapter 8 Employee Coping Behaviors: Handling the Stresses of Showrooming with Proactive Engagement 121
Chapter 9 Customer Service in a Technological World: A Timeless Strategy for a Digital Dilemma 143
Chapter 10 Employees as Knowledge Brokers: Understanding How Expertise Is Your Ally 161
Afterword Looking Forward in an Omnichannel World 173

Notes 185
About the Authors 191
Index 195