

The following data is based on the results of an online questionnaire administered from September 25-October 21, 2024, to 756 international decor, design, and lifestyle professionals.

**RETAILERS**

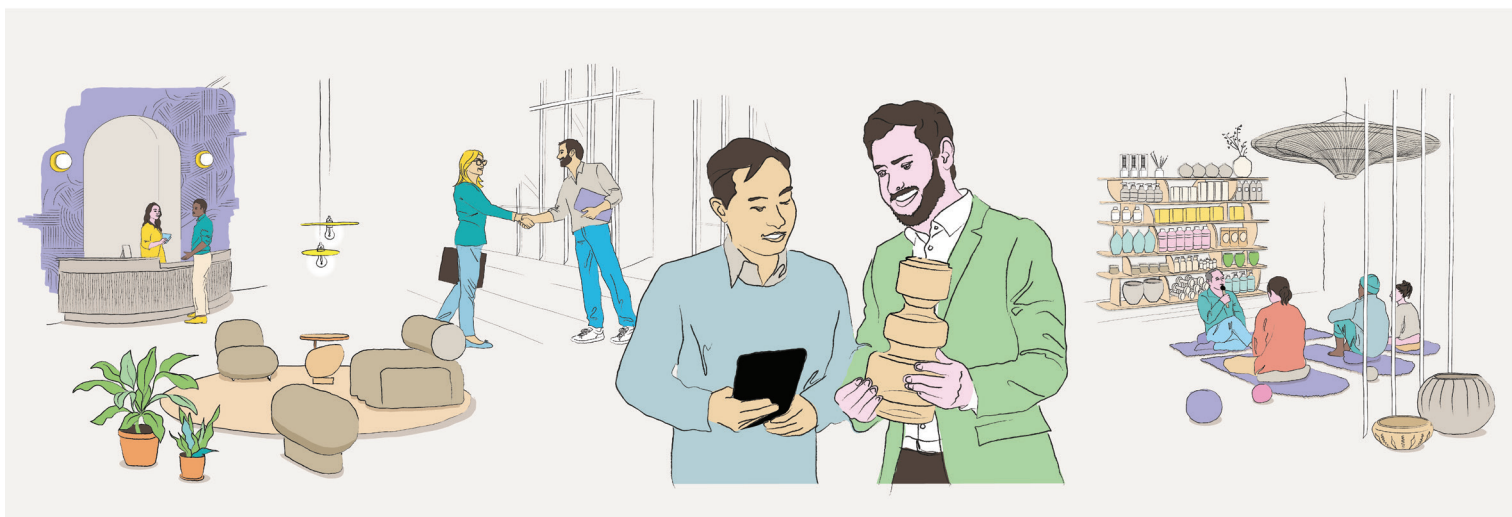
Independent shops, department stores, chain stores, e-commerce, etc.

**SPECIFIERS**

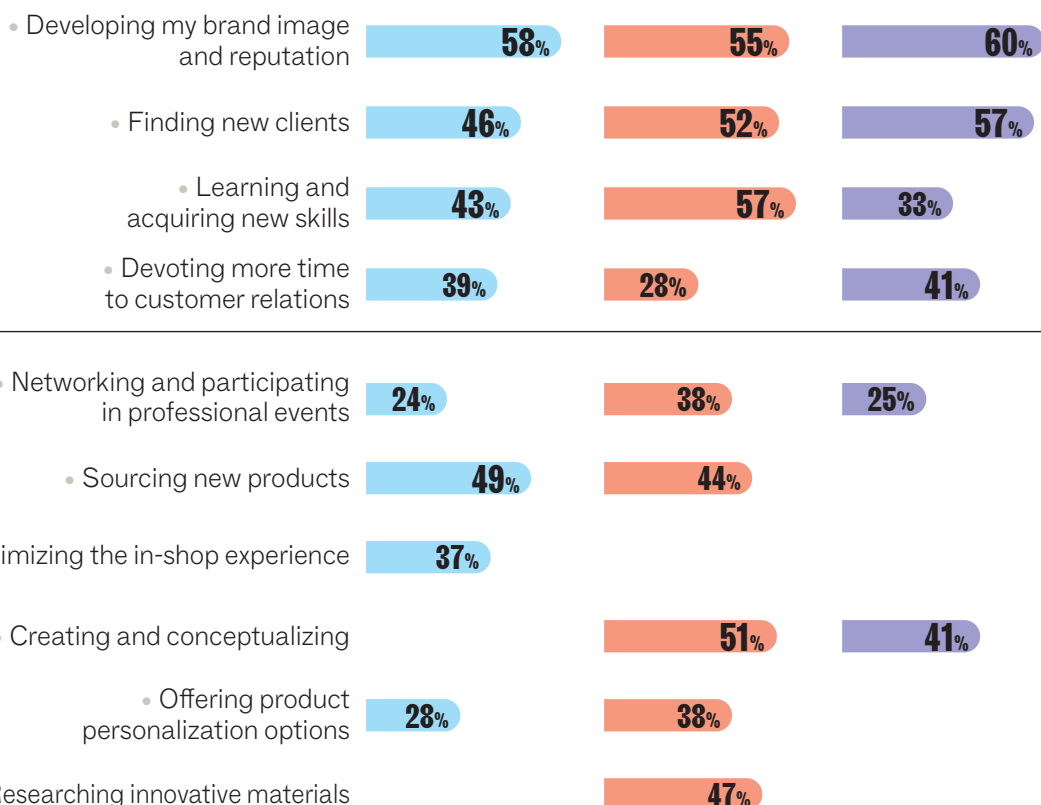
Interior designers, architects, real estate developers, landscape architects, etc.

**BRANDS**

Manufacturers, designers, decor, design or lifestyle product makers

**SIMPLY HUMAN**

Every 6 months, the Maison&Objet barometer surveys its community of retailers, specifiers, and brands on a specific theme. In April 2024, the survey focused on Artificial Intelligence and revealed that 84% of professionals surveyed felt that AI would become an essential tool. Six months later, our new questionnaire has reaffirmed the power of an irrevocable factor in the proper operation and success of firms in the industry: **the human factor**.

**SAVING TIME BY USING AI TO PUT HUMAN EXPERTISE TO WORK TOWARD KEY OBJECTIVES****KEY EXPECTATIONS****RETAILERS****SPECIFIERS****BRANDS**

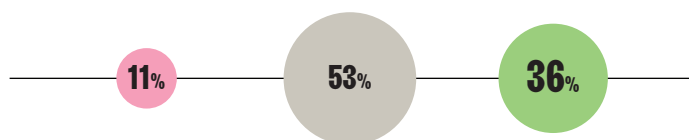
6  
out of  
10

participants believe that these two objectives are hard to fulfill

## CUSTOMER RELATIONS AT THE HEART OF MINDS

Time spent on this by professionals compared to 2023

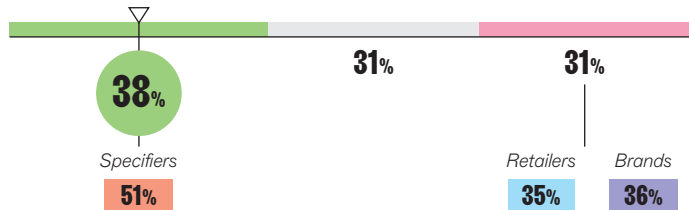
Less times The same amount of time More time



## ENHANCING CUSTOMER LOYALTY: A COMPLEX ISSUE THAT VARIES ACCORDING TO PROFILES

Level of difficulty of this objective, according to respondents

Easy Neutral Difficult



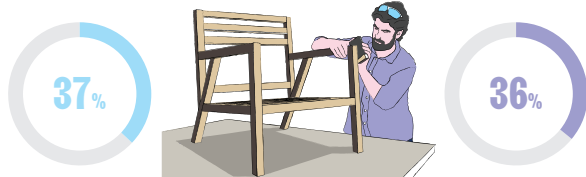
## INITIATIVES TO ENHANCE THE CUSTOMER EXPERIENCE:

Though most specifiers aren't specifically looking for solutions to strengthen customer loyalty, brands and retailers are full of ideas to drive sales.

### RETAILERS

### BRANDS

Temporary exhibitions in collaboration with artists/artisans



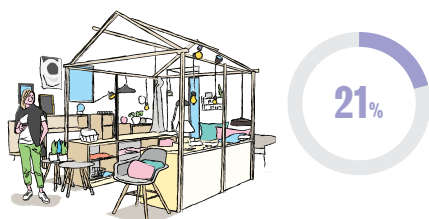
In-shop demonstrations or testing



Parties/cocktail events for clients

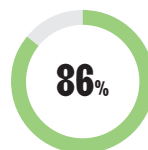


Pop-up stores



## AND GOING FORWARD? STRENGTHENING THE HUMAN FACTOR...

### ...IN CUSTOMER RELATIONS

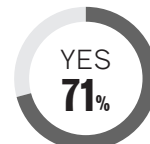


of respondents want to devote more time to relationships and the customer experience within their business, in the future.

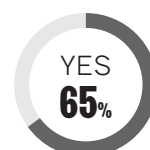
#### Main obstacles mentioned:

I'd like to focus more on customer relations, but:

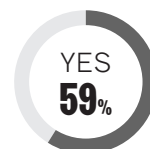
I have budgetary constraints



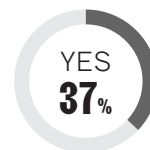
I need to develop my skills & aptitudes with the new digital tools available



I have staffing issues



I need some professional advice and support on customer relations (from consultants, coaches, agencies, etc.)



### ...WITHIN PRODUCT OFFERINGS

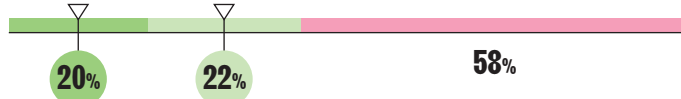
BRANDS are increasingly relying on added expert skill or an iconic name to personify their collections

Have already done this Plan to develop it Have no plans to do this

Collections with artists or artisans



Collections with well-known personalities



Collections with influencers



SCAN THE QR CODE TO  
DISCOVER OUR ANALYSIS

Find  
out more

