THE EVOLUTION OF IN-STORE CUSTOMER EXPERIENCE

1800-2050, BACK TO THE FUTURE

1800-1899

STORE FORMAT
- Rise of department stores: Bennett's of Kingston Derby, Eng. (1764); Tippi Canoe County Store, Ohio, USA (1820); Shops, Fr. - 1825; Au Bon Marché (rise of the North - 1830)
- First public shopping centres: "Galeries de Bois" (Paris, Fr. - 1786), Burlington Arcade (London, Eng. - 1819)

SHOP WINDOWS
- First use in Department Stores thanks to broader access to electricity and the industrialization of glass manufacturing

PAYMENT
- Price tags, introduced in the 1850s, become widely used following the introduction of fixed pricing by the retail chain Wanamaker's (USA - 1870)
- Direct cash payment replaces bartering taking on credit in stores

SERVICES
- Department Stores introduce changing rooms, open access, sales by catalogue and free returns