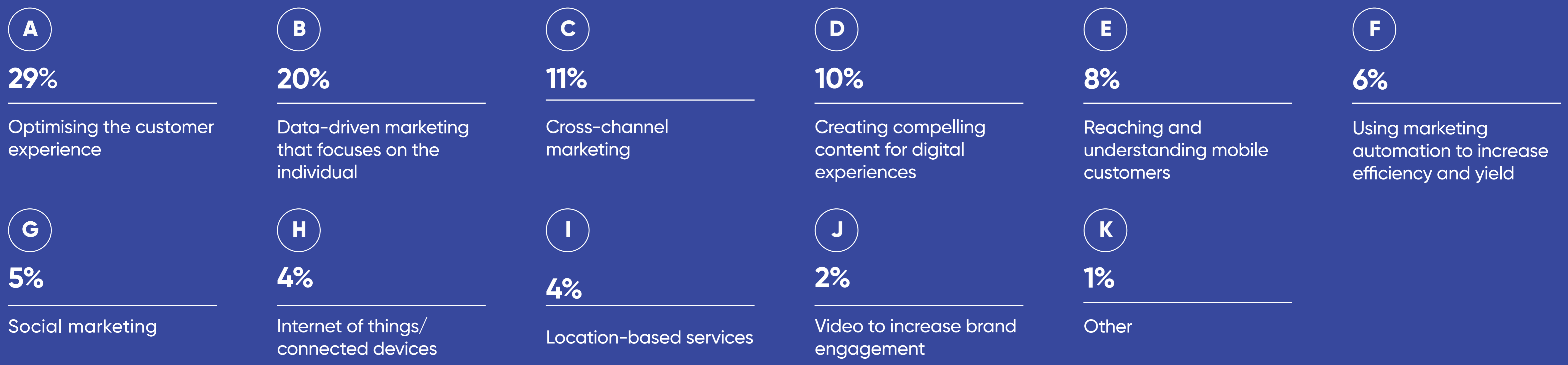


# RETAIL RETHINK

Retail is a fickle and unpredictable industry of constant change. Complacency and a failure to adapt to the current craze will see your customers move on in a heartbeat. Here are the digital trends and opportunities that are transforming the sector

## SINGLE MOST EXCITING OPPORTUNITY FOR RETAILERS

Survey of UK retailers



Econsultancy 2015

## HOW RETAILERS RATE THE IMPORTANCE OF DIGITAL DISRUPTION

Survey of UK retailers



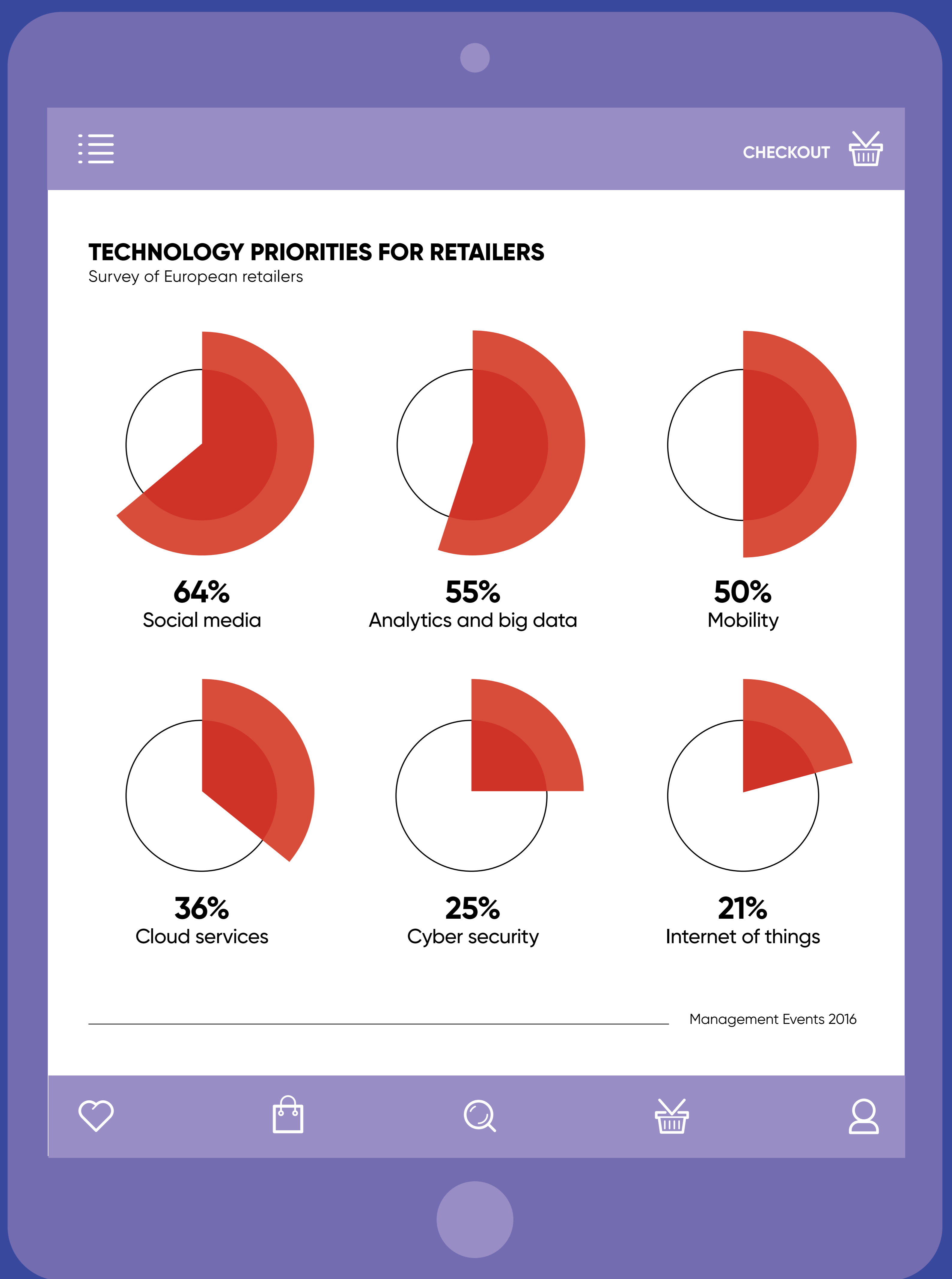
Smart Insights/Microsoft 2016

## TOP 5 DIGITAL CHALLENGES FOR RETAILERS

Survey of UK retailers

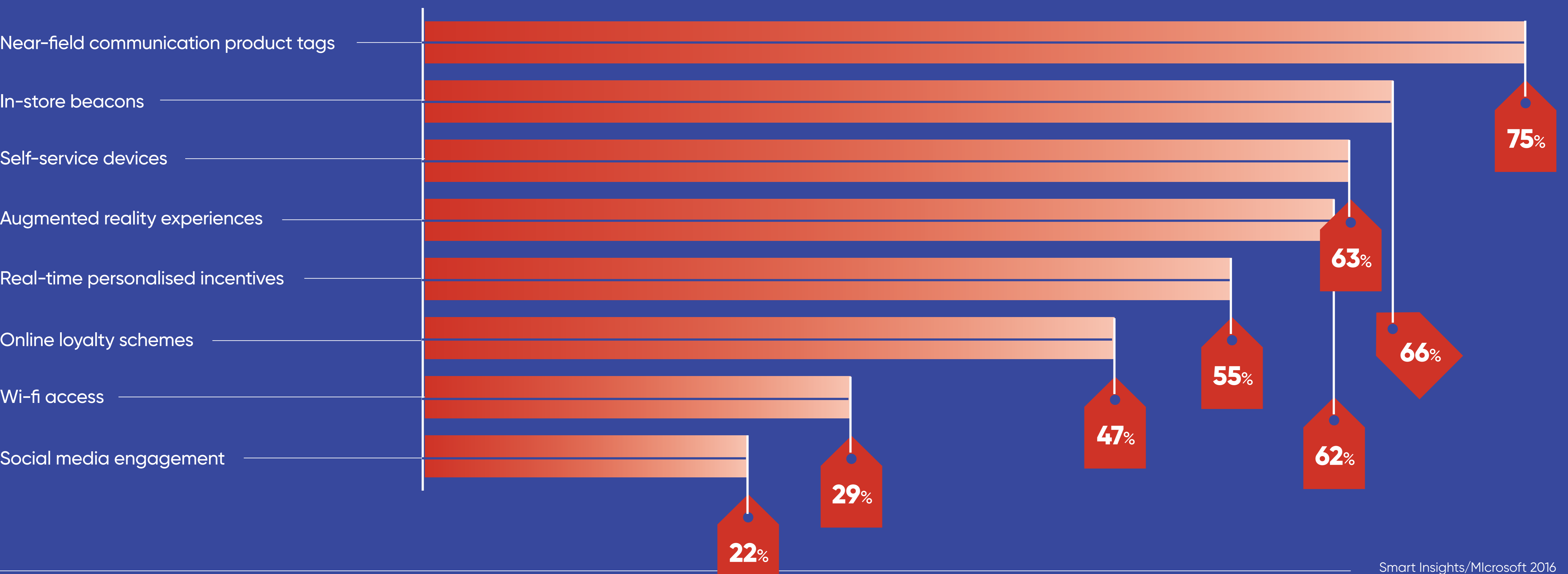


Smart Insights/Microsoft 2016



## IN-STORE ENGAGEMENT CAPABILITIES IN NEED OF IMPROVEMENT

Survey of UK retailers



Smart Insights/Microsoft 2016