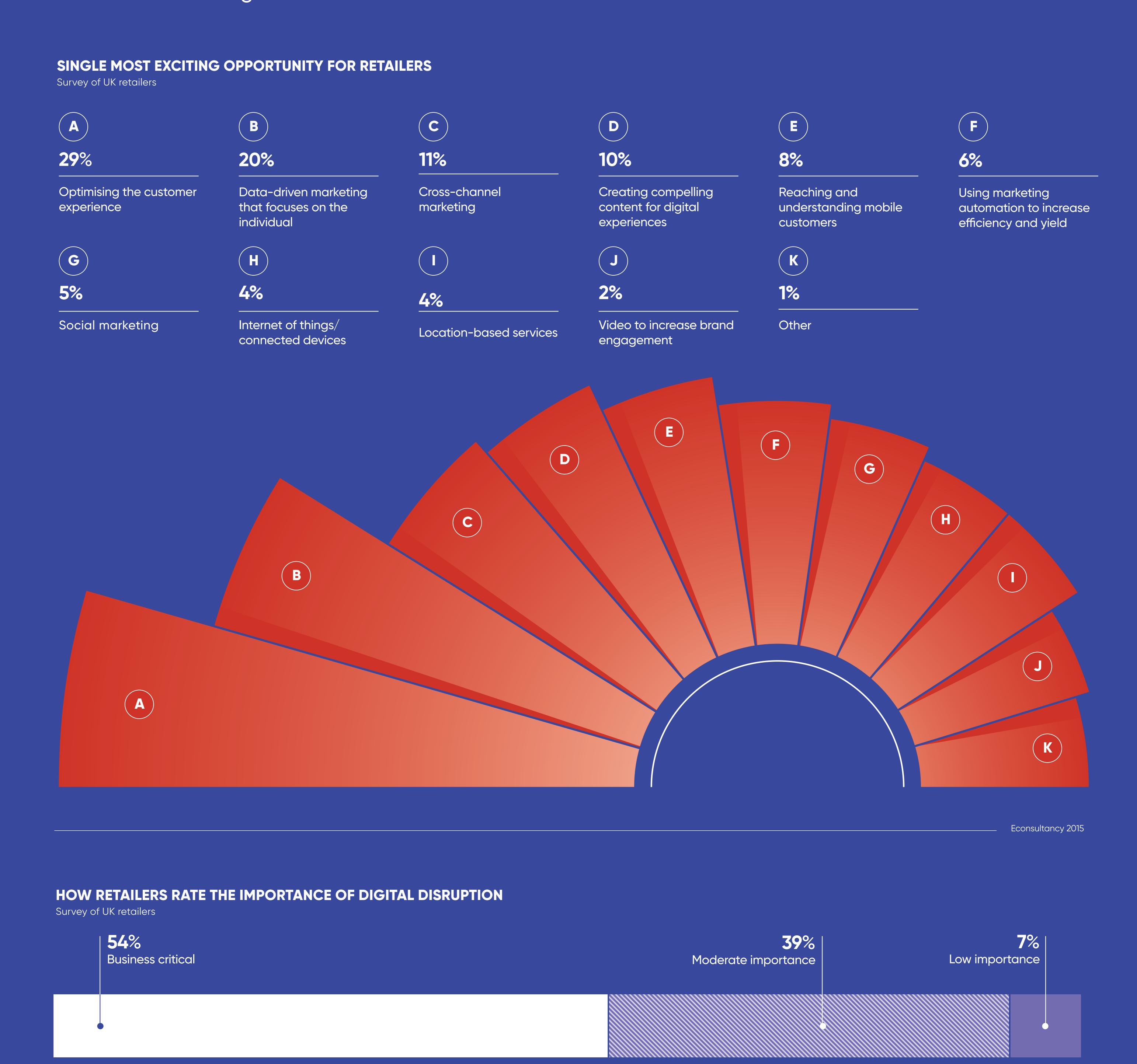
RETAIL RETHINK

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



TOP 5 DIGITAL CHALLENGES FOR RETAILERS

Survey of UK retailers

Designing effective customer experiences ccross multiple devices

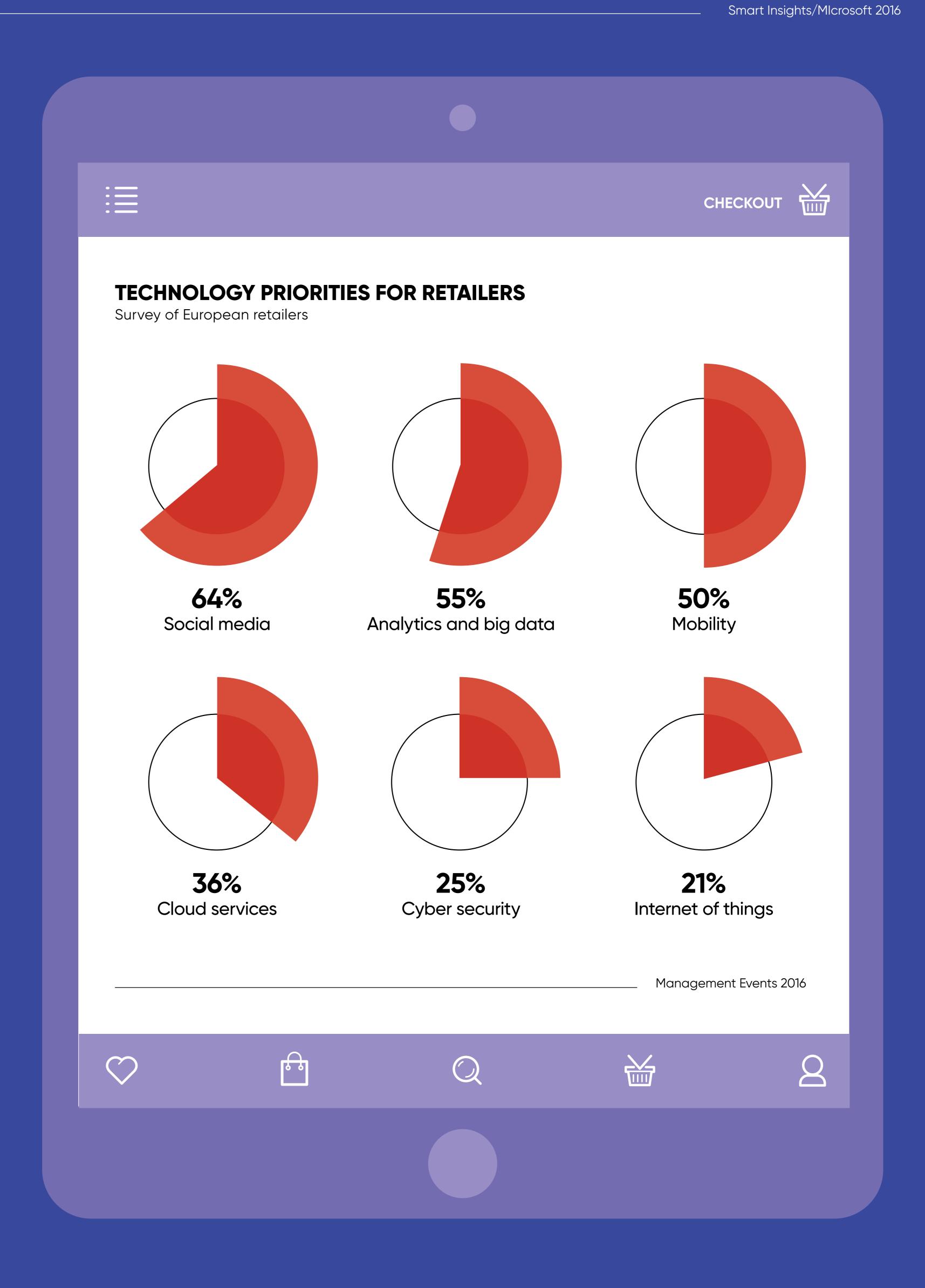
Integrating different technology solutions

Selecting and prioritising technology options

Evaluating experience and return on investment across multiple devices and channels

Defining and implementing multichannel strategies

Smart Insights/MIcrosoft 2016



IN-STORE ENGAGEMENT CAPABILITIES IN NEED OF IMPROVEMENT Survey of UK retailers Near-field communication product tags In-store beacons **75**% Self-service devices Augmented reality experiences 63% Real-time personalised incentives Online loyalty schemes 66% **55**% Wi-fi access -47% **62**% Social media engagement 29% 22% Smart Insights/MIcrosoft 2016