# FROM SHELVES TO SCREENS RETAILTECH REIGNS

Modern customers approach shopping differently as they open both their real and virtual wallets, expecting the same personalization and service. And retailers are taking stock of changing customer preferences and buying digital in bulk to woo them from shelves to screens.

Decoding Customer Delight:
The Building Blocks of Satisfaction

- Convenience
- Choice
- Navigation
- Payments
- Ambiance
- Expertise
- Touch-and-feel
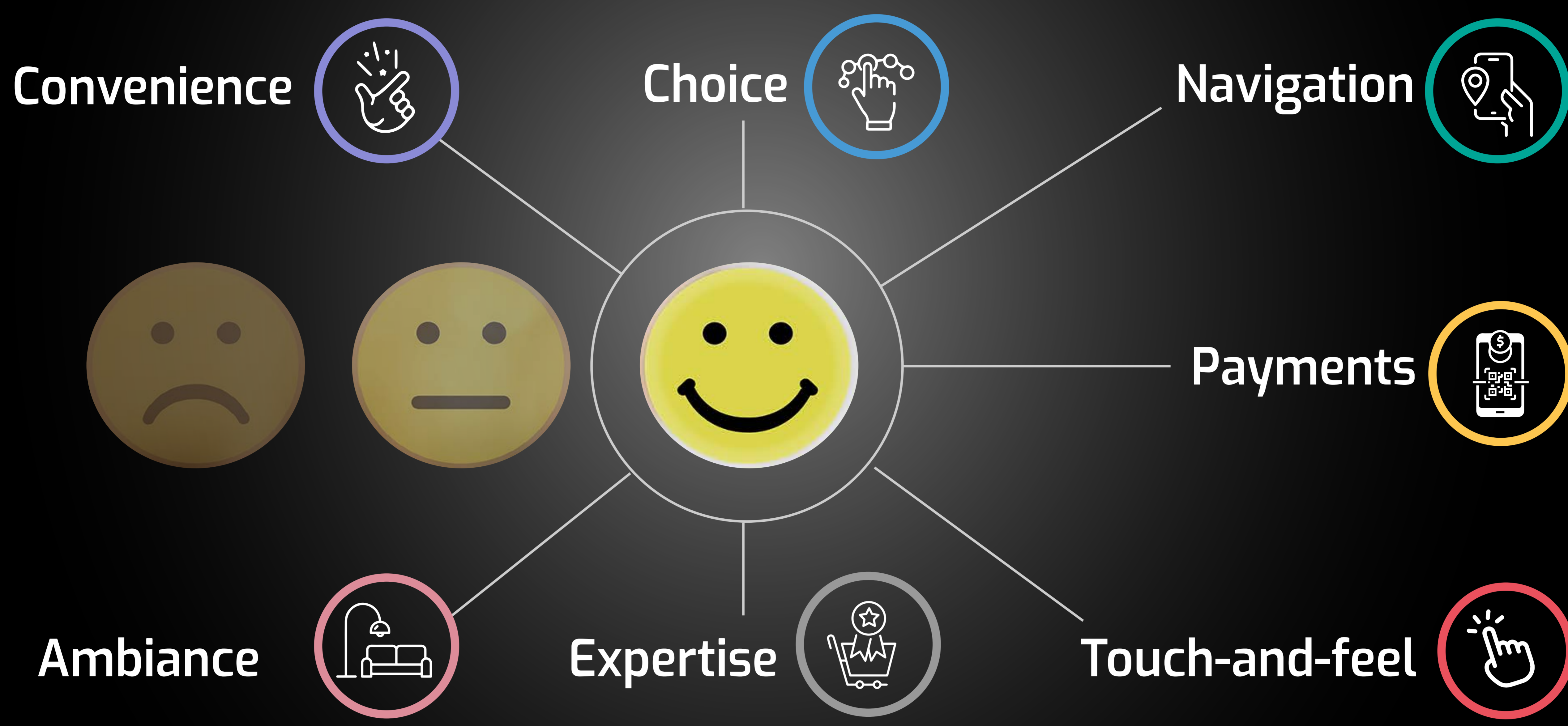
70% of the time their presence turns from "good" to **"very good"**

89% of the time their absence turns a "bad" experience into a **"very bad"** one

Anticipating Everything:
A Classic Case Of Out Of Stock Scenario

37% buy the item from a different online retailer

35% head to a competitor store

17% buy through competitor in-store app

Enterprises' Focus:
Growth, Experience, and Innovation

- **35%** Growth
- **27%** Customer Experience
- **20%** Technology Modernization

Peer Focus & Investments:
Staying Ahead Is The Key

Cybersecurity	Data Analytics	Application Modernization	Cloud Platforms	API Architecture
68%	**65%**	**59%**	**49%**	**42%**

Top Trends & Priorities:
The Way Forward

Last-mile Capabilities
Investing in automated micro-fulfillment centers (MFCs) to increase storage capacity and throughput rates

Reverse Logistics
Building in-store reverse logistics capabilities including return bars

Social Commerce
Investing in technologies to provide a seamless purchasing experience within social channels and shoppable media

A Retail Revolution:
From In-Store to Everywhere

71% prefer stores that have an AR experience

61% would visit stores more often that offer AR

40% would pay more for a product if they have an AR interaction with it

Takeaways:
Add To Your Cart

- Innovative technology and business models will reshape the omnichannel customer journey to align with changing consumer behavior.
- Retailers should differentiate themselves by engaging directly with consumers, fostering communities, and promoting brand interaction in a competitive market.
- Social commerce and gaming will emerge as growth opportunities, while immersive tech-infused stores will become standard.

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