

THE DIGITAL TRANSFORMATION OF RETAIL

The revolution of the in-store customer experience

In retail, the digital transformation is revolutionizing customers' brick-and-mortar shopping experience by creating a seamless, omnichannel experience. 2 major impacts: the collection of data, and a highly-personalized and quality customer experience.

3 KEY STATISTICS



86% of consumers are willing to pay more for a great customer experience.



90% of consumers use their smartphone while shopping in stores.



For 1 out of 3 consumers, the customer's journey begins online.

THREE KEY TRENDS WITHIN THE DIGITAL TRANSFORMATION IN RETAIL

1

Artificial Intelligence

Retailers are investing in AI in a number of ways including the incorporation of chatbots, checkout-less stores, machine learning sensors, real-time data analysis, etc.

MORE THAN 1 BILLION DOLLARS will be spent on chatbots by 2025.

7.1 BILLION DOLLARS will be spent on AI by 2022.

2022

2025

2

Internet of Things

By adopting IoT devices, retailers are improving their supply chain and customer experience. At the same time, IoT has the ability to foster AI applications and data analytics in retail.

404.4 billion dollars

1.19 trillion dollars

Economic impact of the Internet of Things

2025

Smart Shelves

Using IoT sensors that can read RFID tags allows for real-time inventory management when items are taken from a shelf or rack.

7 out of 10 retailers do not have the ability to survey and manage their inventory across channels.

Personalized Discounts

Bluetooth beacons enable retailers to send promotional content to customers when they approach specific products.

70% of shoppers say beacon-triggered content and offers increased their likelihood of making an in-store purchase.

3

Augmented and Virtual Reality



Augmented and virtual reality are making their way into retail via Points of Sale in order to offer consumers a more attractive and personalized shopping experience.



VALUE OF AUGMENTED REALITY

DATA AND QUALITY: 2 STRATEGIC CHALLENGES

From MASS DATA to SMALL DATA



With the growth of online shopping, retailers are under increasing pressure to charge fair prices, understand their customers and optimize the availability of their products.

Transforming Big Data into small, targeted and consistent data is essential for companies to be able to implement the best sale strategies.

90% of data worldwide was created during the previous year.



only 1% of which is used effectively

EXPLOSION OF DATA ANALYSIS AND BI



By 2025, 150 zettaoctets of data will be analyzed.

IMPACT



Revenue growth: 200 billion dollars in 2020

A Personalized and Quality UX

Reduce churn rates through a DMP and an improved UX

But with a bug-free buyer's journey.

Quality assurance tests are essential for digital transformation and the successful use of data to provide an excellent user experience at every point of contact.

70% of online-business failures are caused by a deficient UX.



Translating Big Data into competitive intelligence, management and decision-making tools for retail.

contact@data-solutions.com



Digital bug hunters, digital QA experts.

contact@stardust-testing.com