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.

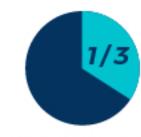
3 KEY STATISTICS



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



of consumers use their smartphone while shopping in stores.



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

THE DIGITAL TRANSFORMATION IN RETAIL

THREE KEY TRENDS WITHIN



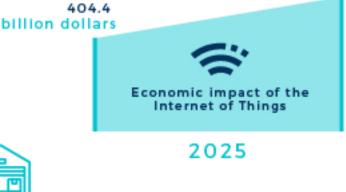
Artificial Intelligence

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



customer experience. At the same time, IoT has the ability to foster Al applications and data analytics in retail. 1.19







Using IoT sensors that can read RFID

Smart Shelves

management when items are taken from a shelf or rack. 7 out of 10 retailers do not have the

tags allows for real-time inventory

inventory across channels.

ability to survey and manage their

Bluetooth beacons enable retailers to send promotional content to customers

trillion dollars

when they approach specific products. 70% of shoppers say beacon-trigged

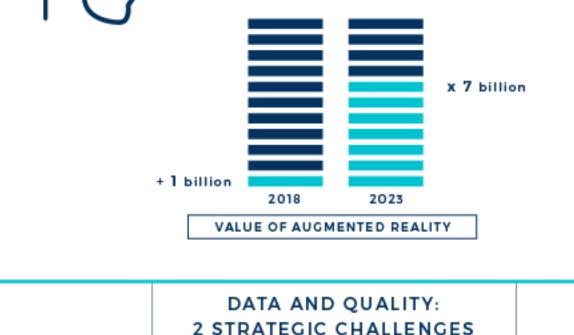
content and offers increased their

likelihood of making an in-store purchase.



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.

Augmented and Virtual Reality



From MASS DATA to SMALL DATA

growth of eCommerce

in North America.



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

essential for companies to be able to implement the best sale strategies.



By 2025, 150 zettaoctets of

data will be analyzed.

2018

+16%

dollars in 2020

only 1% of which is used

effectively

Revenue growth: 200 billion

2017

A Personalized and Quality UX

Reduce churn rates through a DMP and an improved UX

But with a bug-free buyer's journey.

point of contact.

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

> 70% of online-business failures are caused by a

deficient UX.





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

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Digital bug hunters, digital QA