

A woman with dark hair, wearing a white shirt, is smiling and looking down at a tablet computer she is holding. The background is a blurred retail store with shelves of products.

Retail Technology Survey

isg
technology

TOP CHALLENGES FOR RETAIL ORGANISATIONS



72.9%

Becoming more efficient and **maximising profitability**



71.1%

Longer-term **customer relationships**



69.9%

Greater **customer engagement**



% of respondents who said these challenges were highly relevant

WHAT TECHNOLOGY IS BEING USED RIGHT NOW?

Newer technologies are not yet widely adopted in-store



65.6%

of retail organisations do not use any of these: mobile POS or POS with customer display, in-store beacons or Wi-Fi, weight-sensing shelves, customer navigation capabilities



The most-used technology is in-store WiFi (24.2% of respondents) and mobile POS (18.8% of respondents)



However, a wider range of tools are used online and in the back office

ONLINE TECHNOLOGIES

The most commonly used online tech is social media monitoring and engagement

47.8%
of respondents

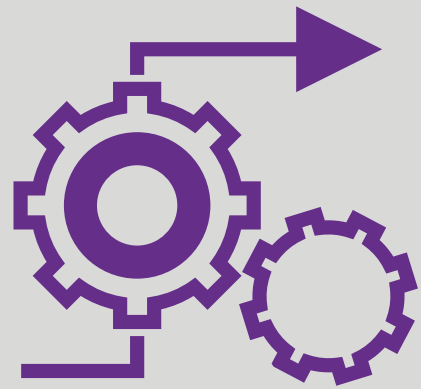


Only
38.2%

did not use any of these online tools: data analytics, stock and inventory management or business intelligence software

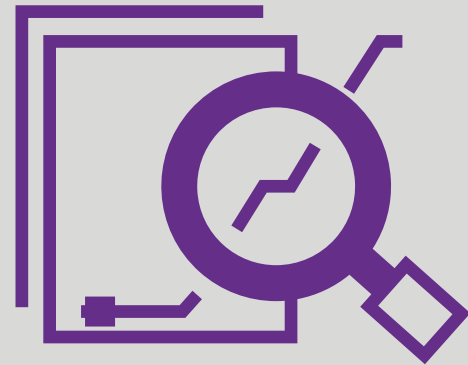
BACK-OFFICE TECHNOLOGIES

The most frequently used back-office technologies are:



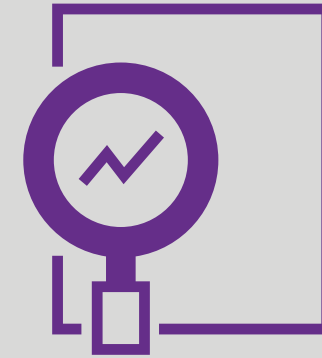
48.4%

Business intelligence software



44.6%

Data analytics to inform marketing strategy



43.5%

Data analytics to inform buying strategy

FUTURE RETAIL PRIORITIES

Security is high on the agenda



Stronger network and data security



Stronger security for customer purchases online



Stronger security for customer purchases in-store

As well as better customer understanding and targeting



Better online data tracking and analytics to understand customer behaviour

Targeting online audiences more precisely



With thanks to Ingram Micro & Cisco

Source: Ingram Micro

