

The retail industry is evolving

Even though brick and mortar still dominates total sales revenue, retailers are under increasing pressure to evolve as customer expectations rise thanks to digital transformation.

Customization, convenience and mobile technologies now dictate the shopping experience, driven by these defining factors:



Omni-channel

89%

of customers prefer omni-channel experiences

61%

of retail managers believe customers know more than store reps

Informed customers

51%

of purchases are being made online

Online sales

47%

of shoppers desire consistent experiences across channels

Personalization

34%

of shoppers purchase mainly from their phones

Mobile technology



To learn how you can meet changing customer demands and evolve supply chains with the help of Microsoft Retail Solutions, visit [our website](#).