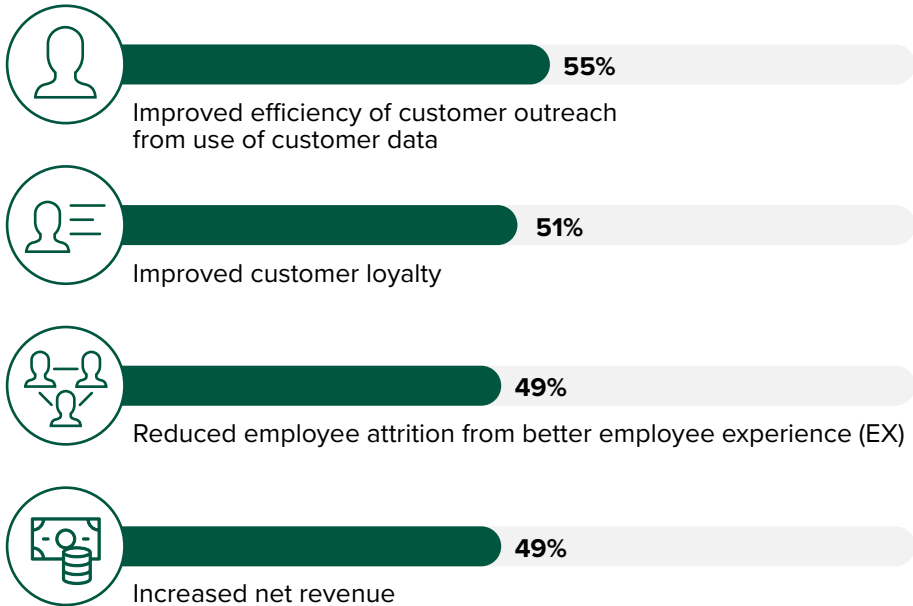


Empower Retail Stores With Smarter Insights And Aligned Technology To Improve CX

ALIGNING DIGITAL AND PHYSICAL RETAIL CX PROVIDES STRONG BUSINESS IMPACT

Impacts expected from fully integrated digital and physical retail customer experience (CX) include:



ALIGNING DIGITAL AND PHYSICAL RETAIL EXPERIENCES INCREASES EMPLOYEE AND CUSTOMER SATISFACTION

Top benefits of having fully integrated digital and physical CX include:

- 1 Increased customer satisfaction**
- 2 Improved brand reputation**
- 3 Improved employee satisfaction**

MEET CUSTOMERS' VARIED EXPECTATIONS THROUGH A NEW, DIFFERENTIATED APPROACH TO CX

Retail leadership can bridge the gap between physical and digital technology through:



50%
Improved self-service



48%
Simplified customer interactions



45%
Improved technology usability for employees



37%
In-app features for customer in-store experience

PHYSICAL AND DIGITAL RETAIL EXPERIENCES REQUIRE SHARED DATA TO IMPROVE AND EVOLVE

Retailers should align physical and digital experiences to enable store teams with the right tools and data — especially since store teams see doing so as a necessity.

91%

says leadership sees those experiences as separate

79%

said senior management does not prioritizing unifying digital and physical experiences

Base: 326 B2C retail decision-makers across North America
Source: A study conducted by Forrester Consulting on behalf of Toshiba, July 2023

