

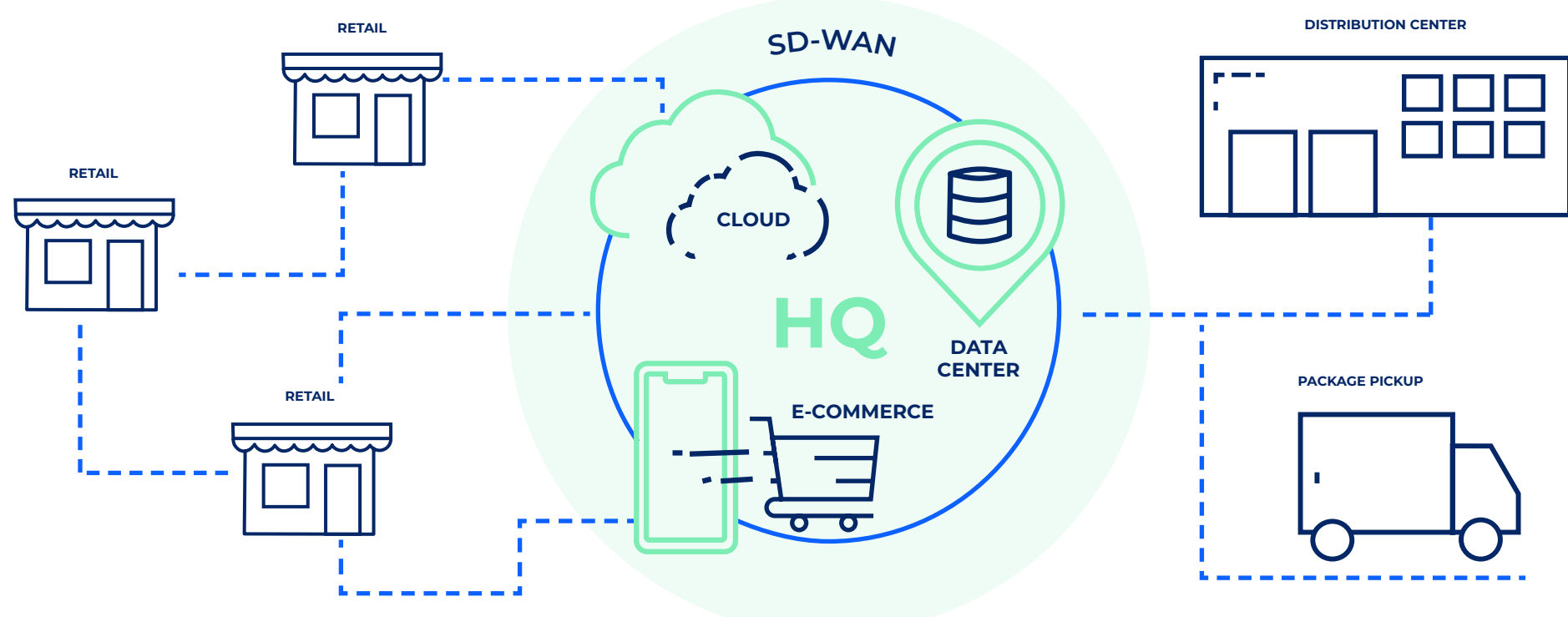
Retail's Tech Journey to an Enhanced Customer Experience

US Retailers have big plans as they continue on their digital transformation journeys. Retail IT executives will continue to seek out solutions that further streamline consumer transactions and capitalize on data insights for improving customer experience and backend operations.



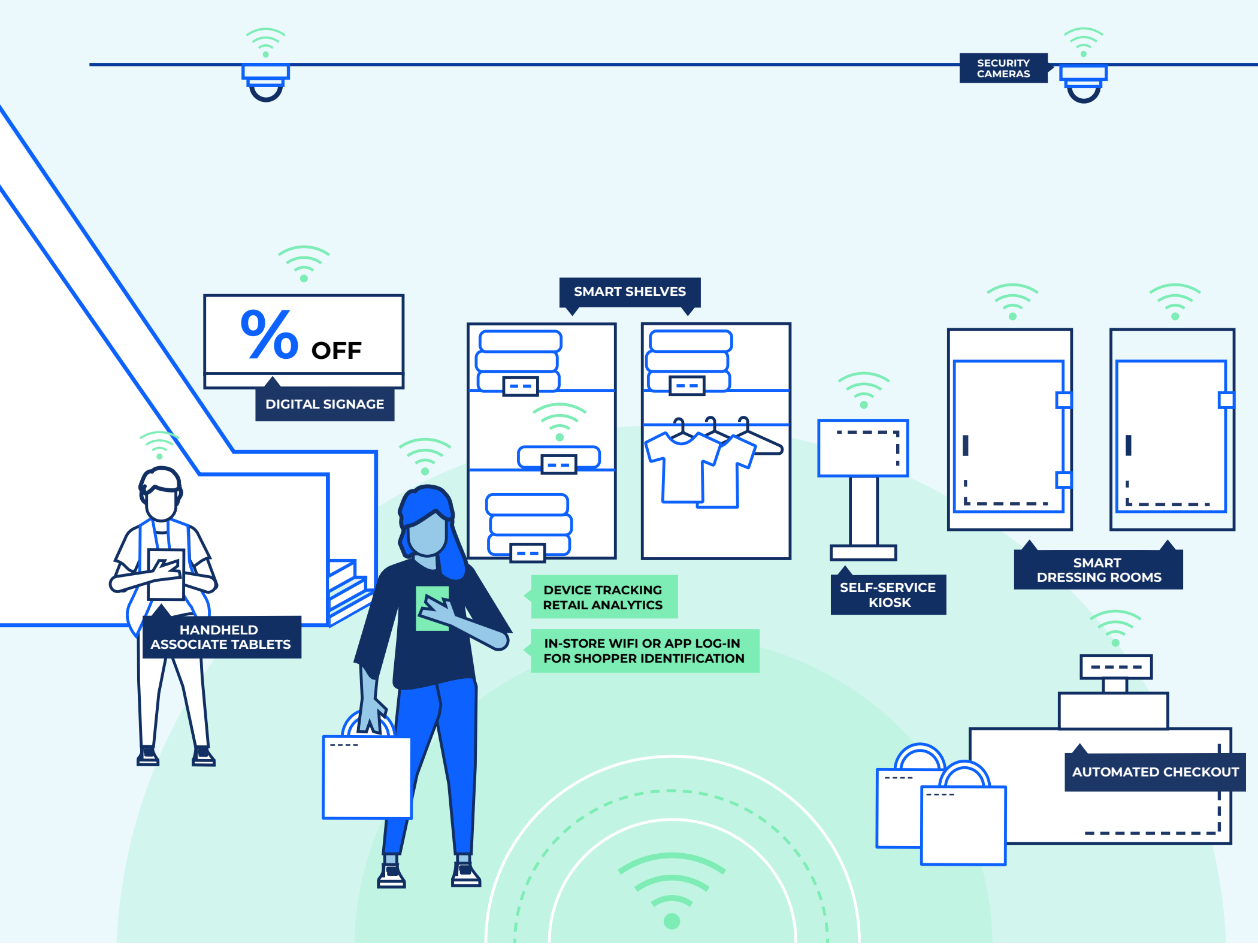
SD-WAN For Agile Management

To create the digital engagement touch-points, connect the applications, and enable the data flows, retailers need a network that's fast, reliable, flexible, and manageable from anywhere. From the wider enterprise network to every retail store or distribution location, to cloud applications, modern retailers need optimized control from the hub to the edge.



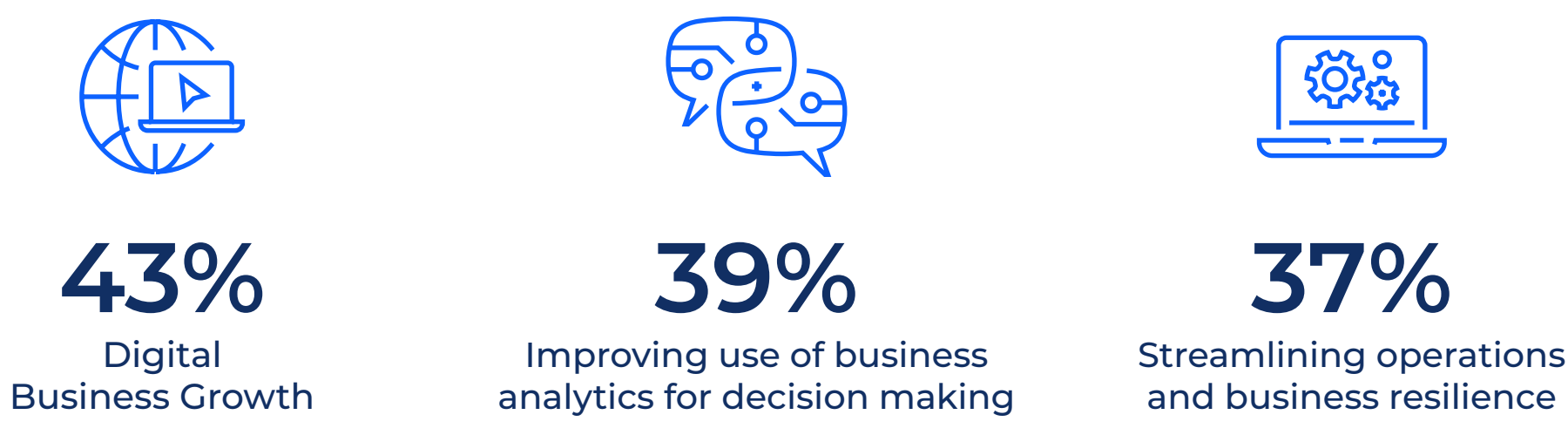
In-Store WiFi for Digital Engagement and Experience

According to a recent survey by DemandScience in collaboration with Comcast Business, forward-looking retail IT execs will prioritize the following: upgrades in the digital customer experience (CX), expanded use of analytics-backed decision making, increased investments in AI, and continued investment in cybersecurity. It's easy to envision how implementing this tech, along with fast, reliable WiFi connectivity for customers and employees alike, will enhance the in-store CX.

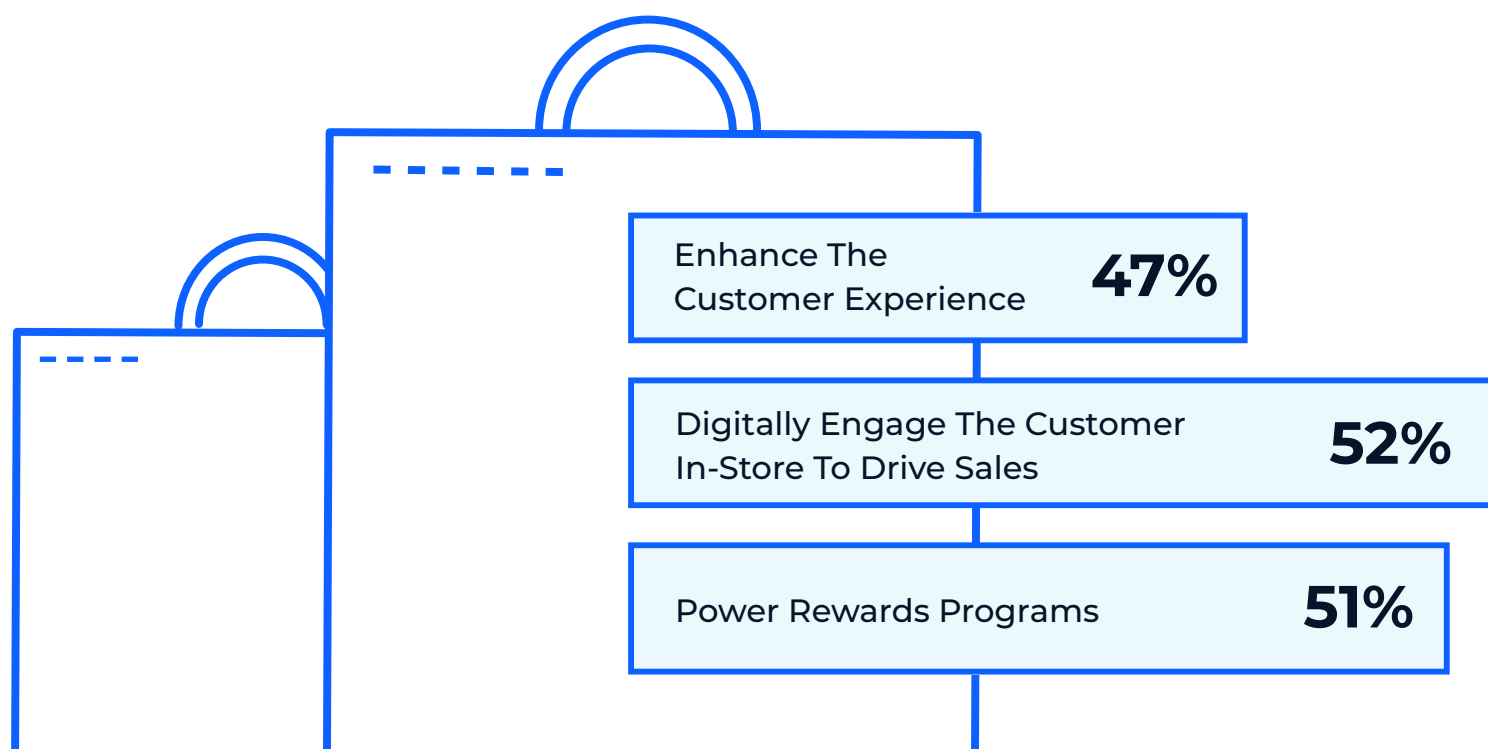


Retail Technology Priorities

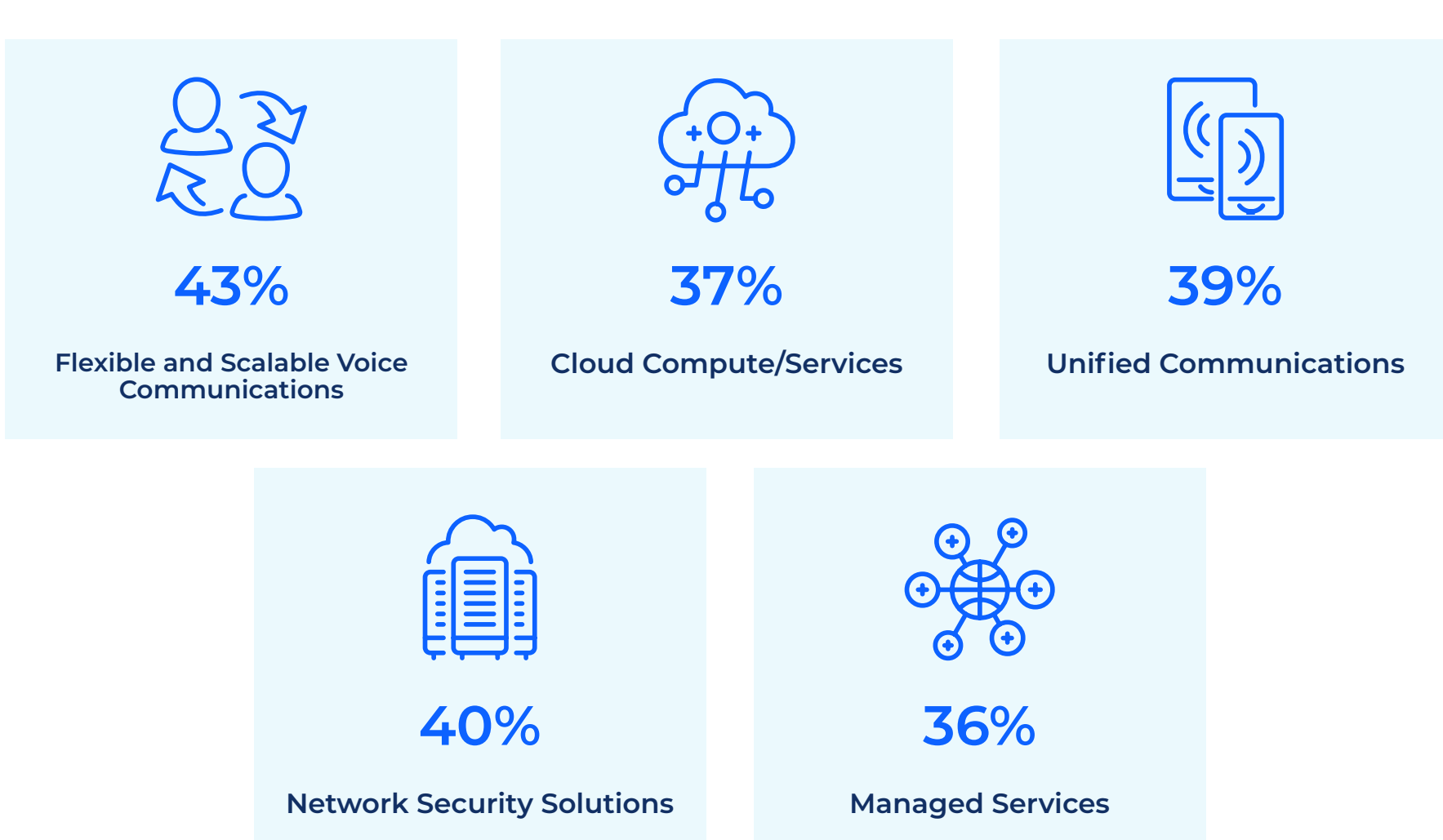
In a technology-driven world, retail needs to stay connected with consumers both in-store and online. IT executives rank their top 3 business priorities – all of which are related to providing an enhanced customer experience:



While data analytics are not new, today's retail IT team prioritizes analyzing data in order to enhance the customer experience. IT executives are using data to:



There are several technological improvements considered vital to retailers' digital transformation:



Find Out More

Retailers of all sizes can enable data and analytics transformations and new applications with reliable and secure networking and communications technology, including WiFi solutions and SD-WAN.

To learn more visit business.comcast.com/enterprise/industry-solutions/retail

