



How Retailers Are Adapting to the New Hybrid Shopping Revolution

Rising consumer expectations have forced retailers to unify physical and digital interactions to create seamless, connected experiences.

Hybrid Experiences Are the Future of Retail

Enabling smooth omnichannel experiences is essential for retail success.



BY 2023,
60%

of enterprises **will implement hybrid, intelligent connectivity** that links physical marketplaces to digital storefronts and supply chains to facilitate seamless transactions.

Source: IDC FutureScope: Worldwide Future of Connectedness 2022 Predictions, October 2021



MORE THAN
50%

of retailers said they plan to **boost investment in business agility** (internal IT investment in connectivity to improve business efficiency and performance) **and operational agility** (employee-focused connectivity investments to drive productivity) over the next 12 months.

Source: IDC, Future Enterprise Resiliency & Spending Survey Wave 10, November 2021

Data Challenges

Many retailers struggle with securing, analyzing, and managing growing amounts of data.

THE BIGGEST PAIN POINTS RETAILERS FIND IN STORE OPERATIONS:



1. MAKING DATA ACCESSIBLE across the value chain



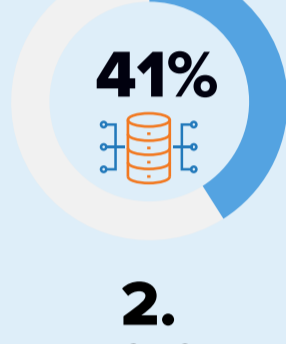
2. COMPLIANCE with security standards and regulations

Source: IDC Retail Core Process and Applications, May 2021, n = 805

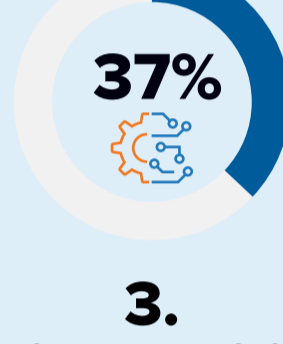
RETAILERS' TOP CONNECTIVITY CHALLENGES:



1. DATA SECURITY



2. DATA GROWTH ACROSS THE ENTERPRISE



3. MODERNIZING OR AUTOMATING IT MANAGEMENT

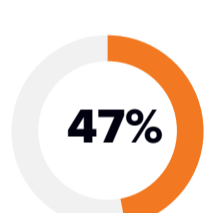
Source: IDC, Future of Connectedness Survey, July 2021 n=78

Secure, Reliable Connectivity Is Key

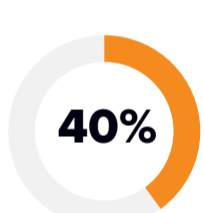


Retailers are increasingly aware of the importance of connectedness to improve business agility and employee productivity, and to deliver exceptional customer experiences.

THE TOP PRIORITIES AMONG RETAILERS TO BECOME MORE DIGITAL AND CONNECTED:



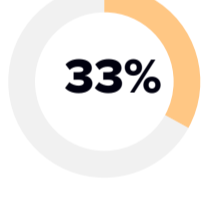
47% Improve business resiliency and continuity to handle unpredictable demand



40% Improve employee productivity



34% Improve worker productivity and collaboration



33% Invest in the technology that connects people, processes, and things

Source: IDC, Future of Connectedness Survey, July 2021, n = 78

THE TOP CUSTOMER-FACING TECHNOLOGY AREAS WHERE RETAILERS PLAN TO INCREASE INVESTMENTS:



66% Video chat



62% Chat bots



61% Social media management



63% Professional services to design/implement these technologies



61% Dedicated mobile applications

Source: IDC, Future of Connectedness Survey, July 2021, n = 78

Investments in Digital Infrastructure Pay Off



Benefits include scalability, secure connectivity, business continuity, pervasive digital experience, and real-time insights.

IN 2021,

RETAILERS SAW THE GREATEST IMPROVEMENTS FROM THEIR 2020 DIGITAL TRANSFORMATION INVESTMENTS IN:



Customer experience/satisfaction



Secure, anytime, anywhere access for employees, customers, and partners



Employee productivity

RETAILERS REPORT THE BIGGEST BENEFITS FROM DIGITAL TRANSFORMATION INVESTMENTS ARE:

1.

Productivity improvements

2.

Cost efficiencies

3.

Production/operation times

4.

Agility

5.

Employee retention and innovation

Source: IDC, Future Enterprise Resiliency & Spending Survey – Wave 9, October 2021, Retail n = 54

Message from the Sponsor

The Lumen platform enables organizations to benefit from emerging applications that power the 4th Industrial Revolution. Lumen teams are helping retailers transform and deliver amazing brand experiences.

[Learn more](#)