Digital initiatives are implemented in few stores. According to a report, 75% of consumers have ordered from a store in vicinity of their home. They find online shopping in stores as a chore. The majority of consumers consider it a hassle to go to the store for maintenance or repairs after a purchase. Ability to go to the store for same-day delivery options from competitors is a major factor that consumers consider when making a purchase.

Retailers need a reboot to improve consumer experience. Making the digital connection is crucial for success. Physical retail stores need to adapt to the changing consumer expectations.

Benefits realized by retailers include:
- 68% improvement in consumer satisfaction
- 66% increase in sales
- 57% boost in revenue
- 62% increase in profits

Most retailers have been slow to digitize. But retailers are missing the bus on the rise of consumer expectations. Consumers expect seamless payments and contactless transactions. They want retail stores to evolve to social spaces or provide learning or inspiration.

Digital technologies that consumers like include:
- Mobile-based payments
- Beacon messages with interactive store maps
- Mobile platform for consumer service requests
- Personalized messages to consumers using location technologies
- Interactive displays
- Smart trial rooms
- Smart assistance
- Intelligent delivery
- Smart conveyor belts
- Smart home appliances
- Virtual tours

Retailers can use all these digital tools to improve the consumer experience. They can provide intelligent product recommendations, connect with product experts virtually, and offer personalized offers through digital platforms.

How should retailers respond?

- Transform operations digitally
- Transform stores digitally
- Strive for employees to transform
- Strive for customers to transform
- Strive for systems to transform

The report also suggests that retailers should focus on:
- Simplifying the checkout experience
- Providing new services
- Improving store layout
- Enhancing customer service
- Utilizing smart technologies

Overall, retailers need to adopt a digital mindset to stay competitive and meet consumer expectations.