

Where do retail executives stand on

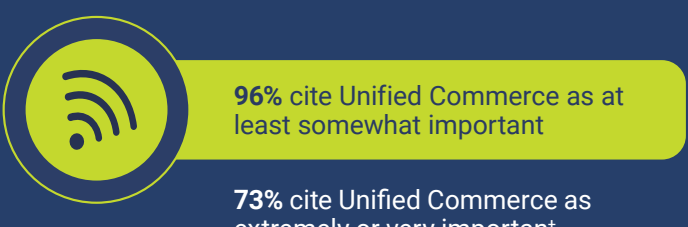
# Unified Commerce?

We partnered with Bain & Company to take the pulse on Unified Commerce in 2023.

Our survey reached more than 300 retail executives responsible for IT decision-making in the US, the UK, and Canada. The results revealed plenty of insights, from a vision for more seamless shopping experiences and more aligned organizations, to the obstacles standing in the way of achieving Unified Commerce.

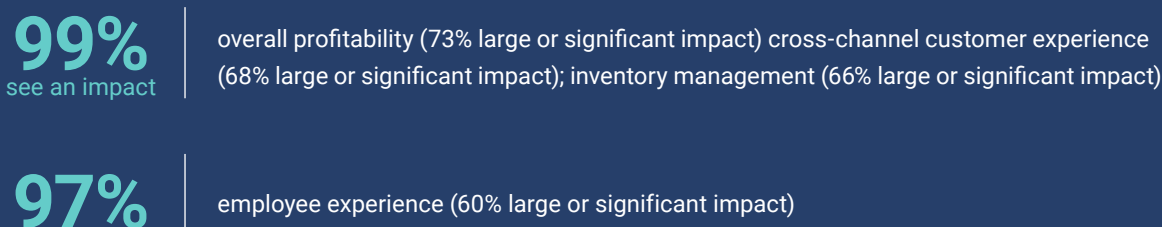
## An increasingly key priority

Unified Commerce is one of the top priorities for retailers:

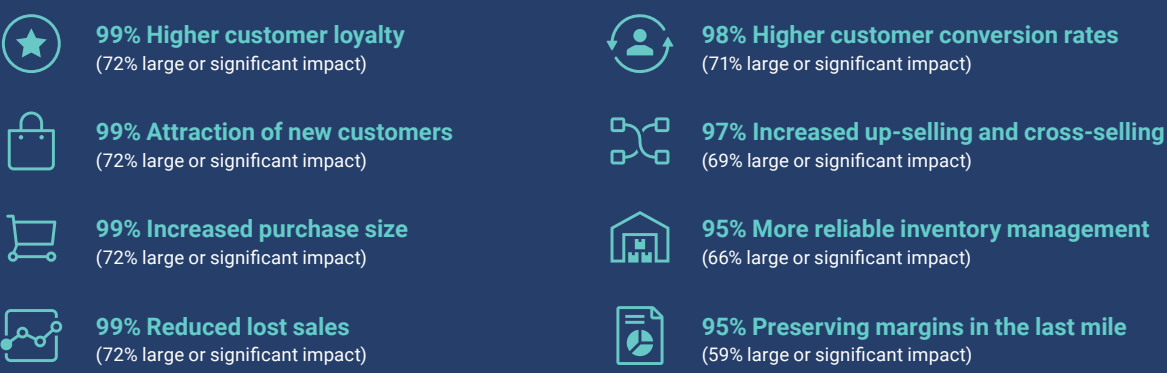


## Benefits Abound

Most expect big benefits in critical categories:



There is strong consensus on the potential of well-executed Unified Commerce strategies to positively impact critical business metrics:



## Execution can be challenging

Retailers report a gap between ambition and execution:



## Physical stores are important as ever:



Stores were ranked as most critical to providing an in-person component to CX, increasing conversion of potential customers, & driving customer loyalty / repeat purchases

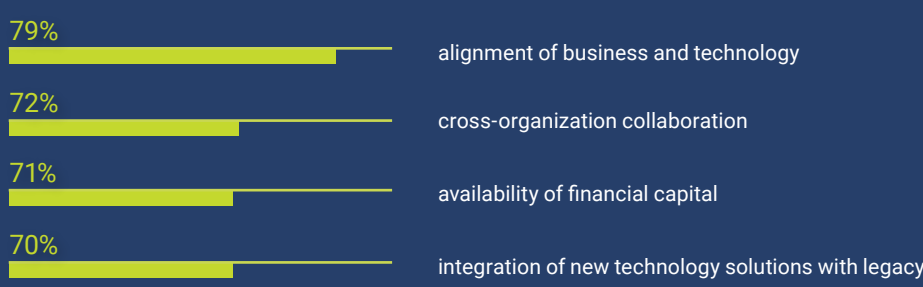
While >60% have implemented in-store technology that enable Unified Commerce use cases,

59% of retailers report gaps in their stores' Unified Commerce readiness



## Holistic execution is essential

Retailers see the following initiatives as having large or significant impact on the success of Unified Commerce:



## The store is critical to effective execution

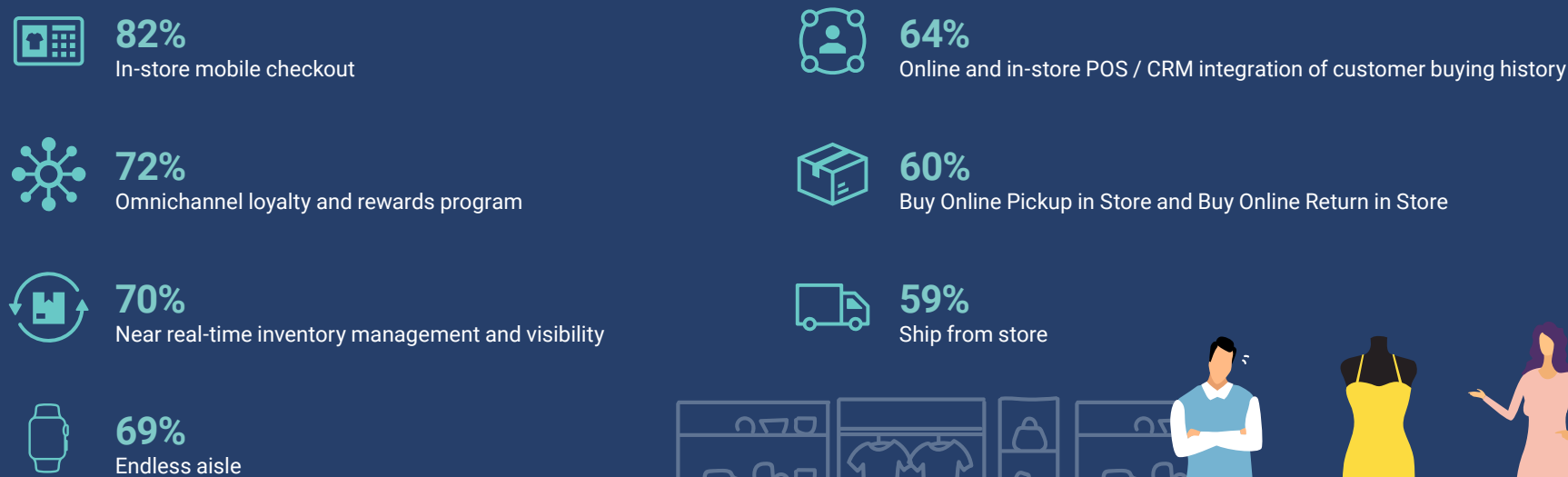
The most impactful in-store investments:



### Top store technology impacts



### Top planned in-store capability investments



Stay on top of the state of Unified Commerce: