

5 Leadership Priorities Critical for Retail Success

Succeeding in retail today requires a unified approach—to the customer experience, operations, supply chain, security, and privacy. Focusing on a single effort can prevent an organization from realizing its full potential. Consider these five leadership priorities to maximize opportunities for your retail business.



1 Push for true customer 360 view



83% of retailers say that a unified customer experience is vital to success.¹



47% of retailers lack unified customer data and real-time insights.²

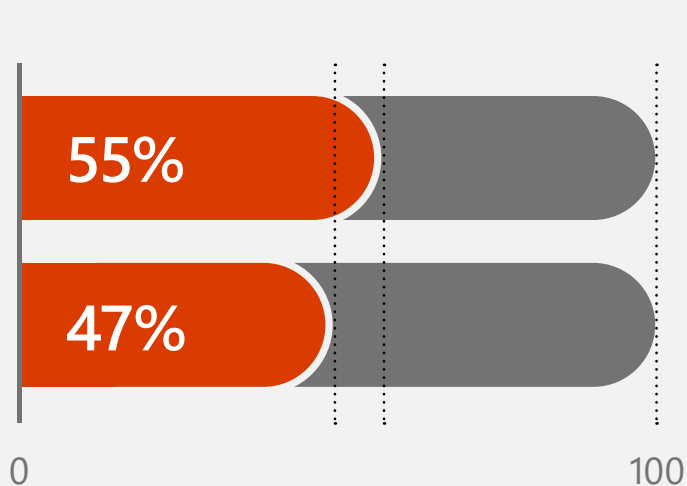


27% of brands improved their CX from 2019 to 2020.³

Unified commerce brings data together across touchpoints for a 360-degree view of interactions.

- ✓ Unify data on one cloud platform
- ✓ Personalize with AI
- ✓ Pivot with demand using configurable solutions

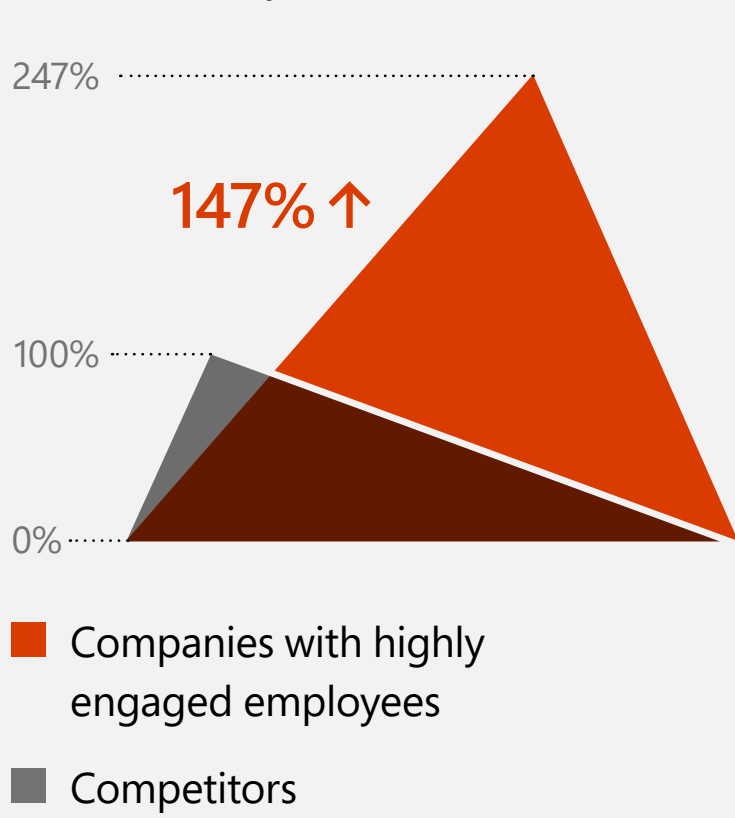
2 Help employees deliver the best experience



55% of retailers say post-purchase service and support are the most important aspects of customer experience.²

47% of retailers are improving analytics capabilities to turn customer data into actionable insights.⁴

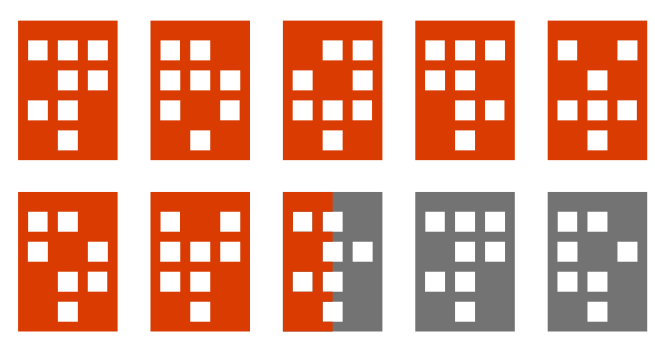
Companies with highly engaged employees outperform their competitors by 147%.⁵



Empower employees with customer insights and help them work efficiently so they can focus on relationships.

- ✓ Simplify task management
- ✓ Deliver insights in context
- ✓ Offer easy-to-use technology

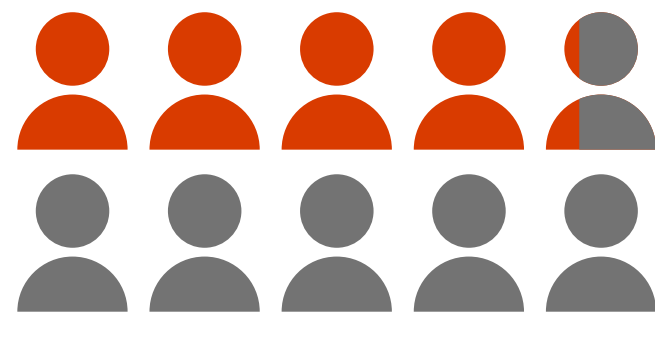
3 Increase the focus on digital commerce



75% of companies expect 50% or more of their revenue to come from digital commerce in 5 years.



56% of retailers focused on improving existing digital commerce capabilities in response to the COVID-19 pandemic.

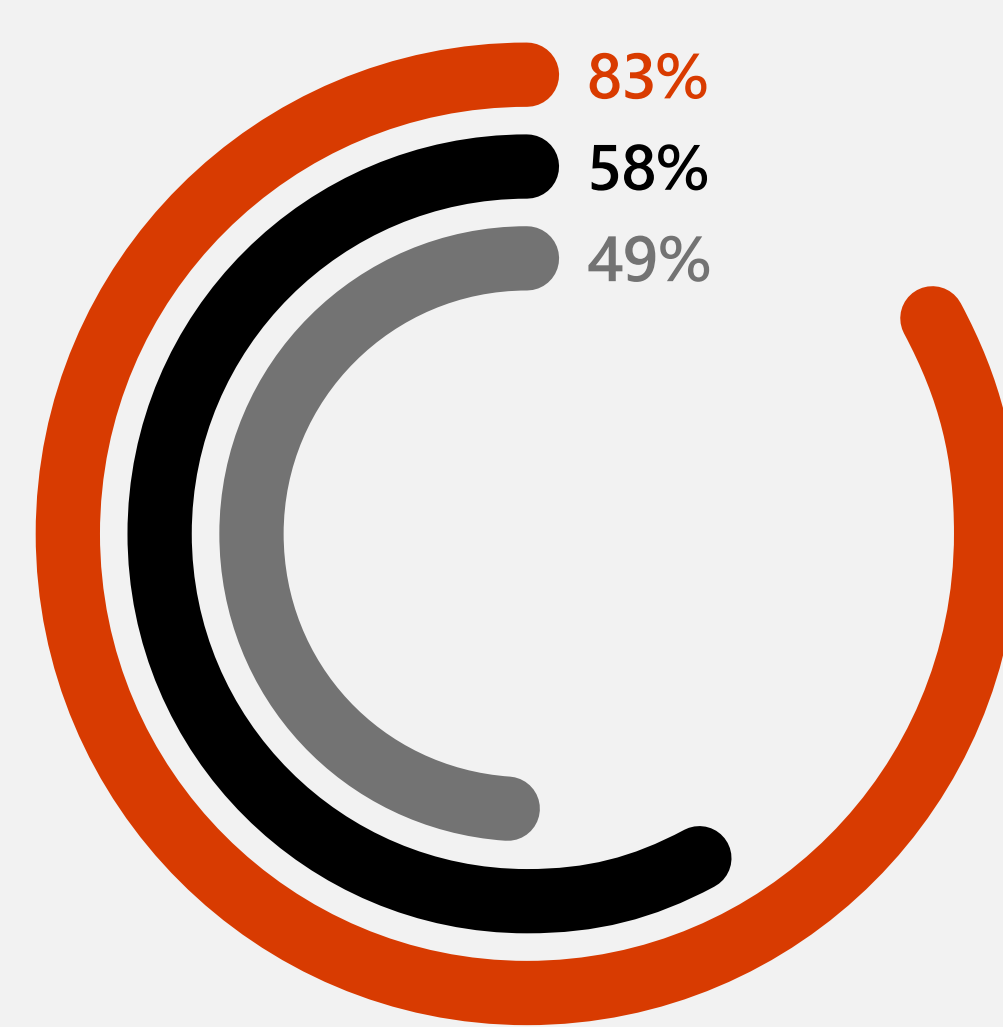


42% of retailers say they have poor digital customer experiences.²

Digital sales are growing. Maximizing revenue requires a strategic approach that powers personalized user experiences using data from across the organization.

- ✓ Engage customers with intelligent digital storefronts.
- ✓ Personalize content and promotions unique to each customer's needs.
- ✓ Connect inventory, pricing, and promotions across digital and physical channels.

4 Get control of your supply chain



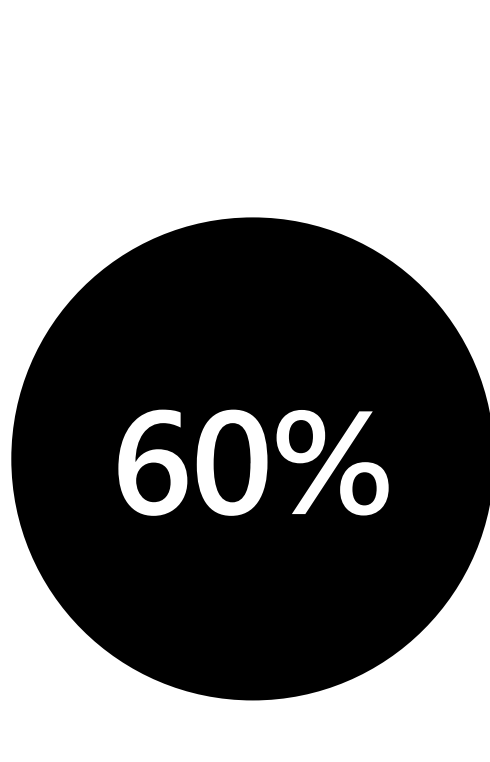
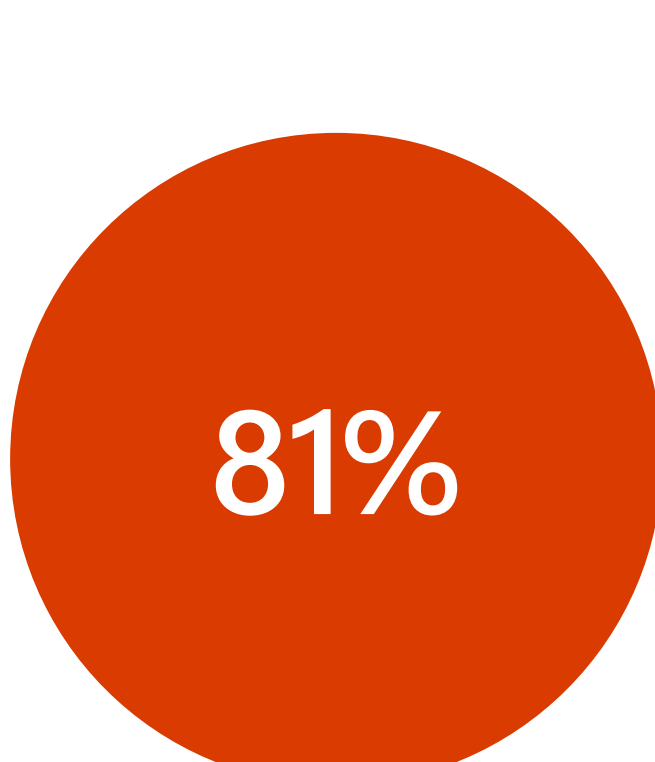
83% of retailers say customized, on-demand delivery drives competitive advantage.⁶

58% of retailers say AI would help them quickly plan and adapt based on demand.

49% of retailers experienced slower fulfillment times because of COVID-19 disruptions.²

- ✓ Enable your business to adapt quickly to shifting customer demands with an agile supply chain.
- ✓ Predict and mitigate supply issues faster.
- ✓ Get real-time insights across your supply chain and a single source of inventory truth.

5 Ensure high levels of security and compliance



81% of retailers say security partners are critical or very helpful for addressing digital commerce challenges.²

60% of retail loss-prevention professionals say cyber-related incidents have become a higher priority over the past five years.⁷

52% of retailers say the increasing sophistication of cyberattacks is among the biggest security challenges they face.²

Security and privacy build trust—and trust is essential to customer loyalty.

- ✓ Get a head start with cloud-based security and compliance
- ✓ Use AI to identify and mitigate threats
- ✓ Be transparent with customers about privacy

Read the Unified Commerce Playbook

Learn how Dynamics 365 Commerce helps you deliver exceptional customer experiences by bringing your products, operations, and people together across your retail business.

[Get the playbook](#)

[Request a demo](#)

¹ Survey conducted by Forrester on behalf of Microsoft, November 2020.
² Forrester/Microsoft survey.
³ Forrester Customer Experience Index, 2020.
⁴ Forrester 2020 Employee Experience Predictions, 2019.

⁵ The Engaged Workplace, Gallup, 2018.
⁶ Accenture Retail Technology Vision, Accenture, 2019.
⁷ 2020 National Retail Security Survey, National Retail Federation.