

DIGITAL TRANSFORMATION REVOLUTION OR THE NEW NORMAL?

Today's retail is being pushed to new limits, with clients demanding more attention and better experiences, because they're not only looking to buy things; they're buying the experience of buying things.

And not only are brands selling experiences, they're also selling all over the [retail ecosystem](#), striving to create a seamless retail ecosystem where online merges with brick-and-mortar to feed the digital consumer, ever hungrier for the newest trend and always demanding for a personalized relationship with the brand. BoF-McKinsey Global Fashion Survey 2017 placed personalization as the number one trend in the Fashion Industry for 2018. That requires brands to fully commit to [#digitaltransformation](#).

Your customers are not only looking to buy things, they're also buying the experience

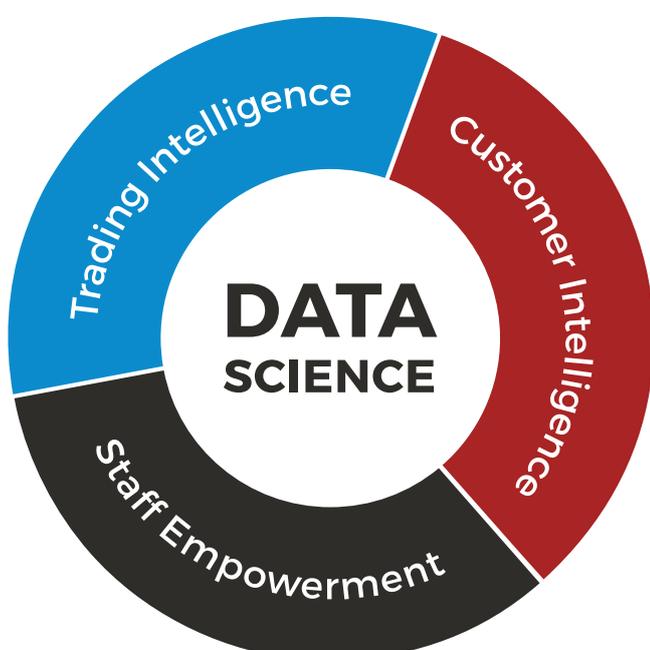
This demand for seamlessness and meaningful experiences brought many retailers to their knees, because many thought they could keep their business units separate, instead of realizing that by being a part of an interconnected world, [digital and in-store must interact](#).

A new wave of technology disruptions, from affordable processing power to new AI and Big Data scalable platforms, [gave birth to #dataintelligence](#) which has been changing the way retailers engage clients: instead of just reacting, retailers are now acting proactively to meet their customer expectations.

Through [Actionable Data](#) retailers can now deliver true personalization, either because the staff has [real-time access](#) on their smartwatch or smartphone to your preferences and cross-selling opportunities or because your fitting room knows who you are and automatically plays your preferences and shows you items you might like, or through just in time balance of supply and demand and dynamic pricing.

Retail is at full speed to become a fully integrated intelligent system that learns from the client, becoming more powerful and precise with every single interaction. Are you part of this Transformation?

- Manuel Guimarães | Marketing & Communications Manager at Inovretail



About us

We are an Innovation Company with a mission to democratize Data Intelligence. We do it with our actionable predictive models and in-store analytics tools, designed to provide quantifiable insights & recommendations to promote sustainable business growth for all Retailers.

Want to setup a trial?

Contact us! www.inovretail.com

Follow
 Actionable
 Innovation

Inovretail
THE RETAIL INTELLIGENCE COMPANY