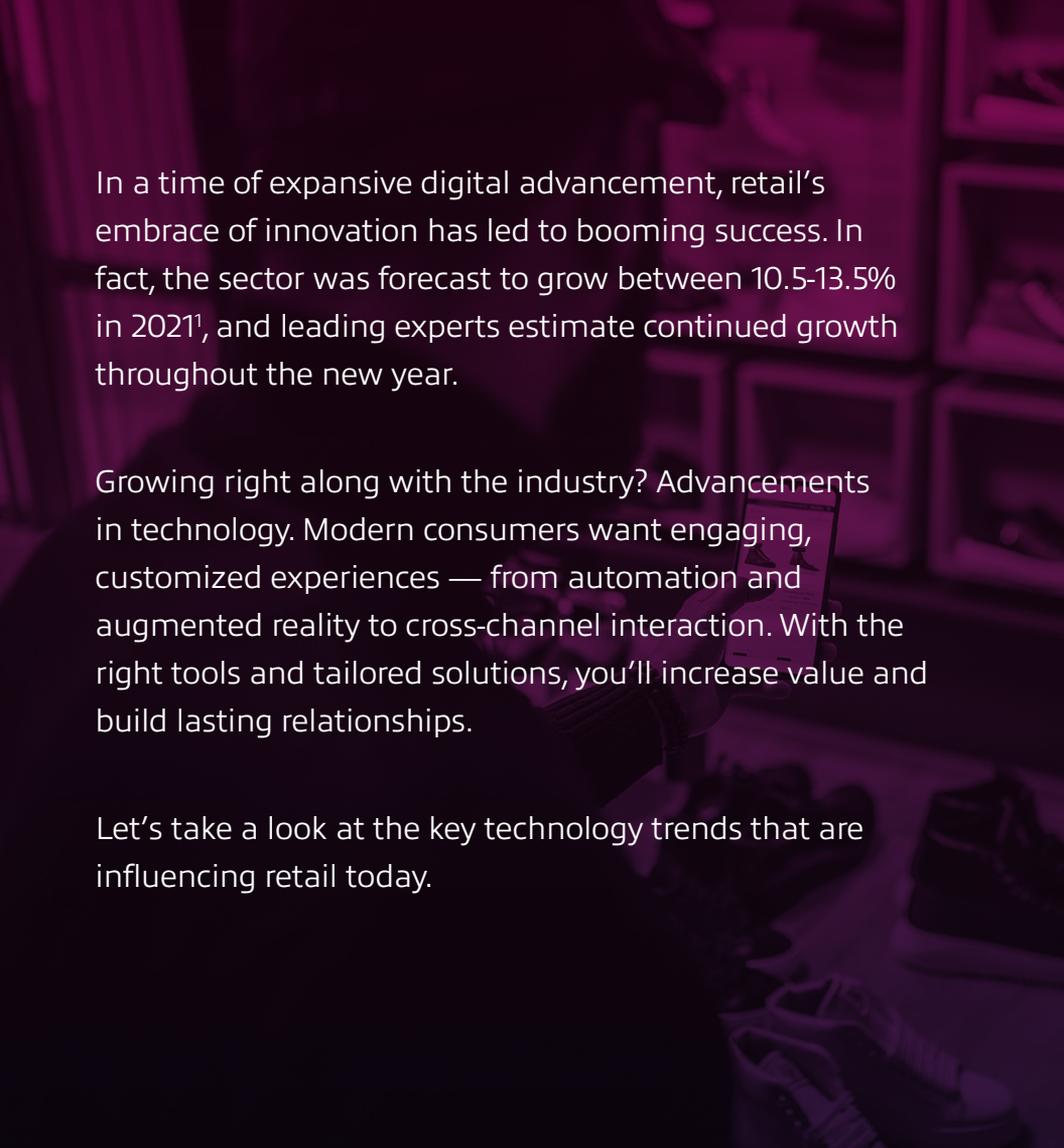




Top Technology Trends Retailers Should Embrace in 2022

Advanced technology is shaping the retail landscape — do you have the right tools?

Insight[®] 

A person is holding a smartphone in a retail setting. The background is dark and out of focus, showing shelves with various items. The person's hand is visible, holding the phone which displays a screen with some text and a small image. The overall lighting is dim, with a purple tint.

In a time of expansive digital advancement, retail's embrace of innovation has led to booming success. In fact, the sector was forecast to grow between 10.5-13.5% in 2021¹, and leading experts estimate continued growth throughout the new year.

Growing right along with the industry? Advancements in technology. Modern consumers want engaging, customized experiences — from automation and augmented reality to cross-channel interaction. With the right tools and tailored solutions, you'll increase value and build lasting relationships.

Let's take a look at the key technology trends that are influencing retail today.



A more personalized customer experience

With endless digital options and tailored algorithms, retail customers have heightened expectations for their shopping experiences. Today's shoppers are looking for hyper-personalization and hyper-localization. From the comfort of their homes, they want to see products tailored to their interests and deals available in their area.

Though adoption may feel like a daunting challenge, advanced technology lets you connect with consumers on an entirely new level. For instance, you can generate a 1:1 experience through omnichannel engagement, and customize campaigns for individual shoppers with audience segmentation.

- **Omnichannel engagement** is a marketing strategy that blends and manages channels from a unified platform. Think customer interaction through multiple touchpoints, such as text, social media, email and live chat.
- **Audience segmentation** refers to dividing your customer base into multiple groups based on their interests, location, product requirements, purchase histories and more. This method creates identifiable groups for personalized connections.

Take the experience one step further with Augmented Reality (AR) and Virtual Reality (VR). Using just a smartphone, shoppers can now enter virtual fitting rooms, scan in-store products for more information and visualize items within their own homes.

All things automation

Building upon AR and VR opportunities, digital checkouts, smart shopping carts and cleaning robots are molding the future of retail. Modern automation tools increase efficiency and lessen strain on retail staff, all while enhancing the customer experience.

The benefits of automation expand to analytics and data as well. With Artificial Intelligence (AI) and machine learning, retailers can better forecast customer demands, simplify inventory management, enhance relationships with suppliers, improve logistics and refine marketing.



What are smart shopping carts?

Smart carts are crafted with built-in technology to detect the items a customer is adding to their cart. These wireless, AI-powered gadgets use sensors, cameras, code readers and/or computer vision algorithms to add up a total bill, offer digital promotions and allow customers to pay directly from the cart. This shop-and-go experience adds a new level of convenience and engagement.



The evolution of e-commerce

Pandemic lockdown restrictions caused a massive surge in e-commerce. In fact, in 2022, US e-commerce is expected to hit **\$1 trillion** for the first time². To keep pace with this growth and stay engaged with modern consumers, retailers need to implement key technologies, including AI-assisted selling, voice search options, electronic shelf labels, and headless and visual commerce.



- **Visual commerce** includes hashtag tracking, user-generated content, shopping options on social media platforms and more. In an aesthetically driven world, visual conversion assets are essential.



- **Headless commerce** refers to software architecture in which the front-end system is separated from the back end, allowing you to update or edit the back end without interrupting the customer experience.

Following the e-commerce lockdown surge, it will be important for online retailers to maintain their customer relationships. As expectations evolve and in-person shopping returns, it's vital that retailers continue embracing new technologies and digital advancements.



Engaging and innovative in-store features

Though online retail is surging, we can't discount the draw of an in-person experience. High-tech advancements like upgraded monitors and displays create visual gratification, boosting the appeal of an in-person experience.

But tech doesn't stop with signage. Install smart mirrors for virtual try-ons, provide self-service kiosks for speed and convenience, and equip your staff with the latest data and product info for customer assistance.

Modern technologies can also help bridge the connection between the e-commerce experience and the physical store. Creating an opportunity to buy online and pick up in-store is massively appealing to consumers who prefer the digital shopping experience but want the immediacy of traditional shopping.



The simple exchange of goods has evolved into a multi-faceted experience.

But you don't have to navigate this new landscape alone. Our Insight experts provide the technology you need to facilitate engaging, omnichannel shopping.

Enhance your business with Insight.

You deserve a technology partner dedicated to your success. At Insight, we'll upgrade your legacy hardware, maintain accuracy in customer and inventory management, manage multiple platforms, provide cybersecurity and innovate your store of the future.

Through our trusted partner connections, you'll discover customized solutions to increase productivity and enhance customer relationships. As the marketplace transforms, our team of experts will ensure that you operate at maximum efficiency.

Stay competitive in a booming retail industry with tailored solutions. See what Insight can do for you.



About Insight

Insight Enterprises Inc. empowers organizations of all sizes with Insight Intelligent Technology Solutions™ and services to maximize the business value of IT. As a Fortune 500-ranked global provider of Digital Innovation, Cloud + Data Center Transformation, Connected Workforce, and Supply Chain Optimization solutions and services, we help clients successfully manage their IT today while transforming for tomorrow.



1.800.INSIGHT | [insight.com](https://www.insight.com)

¹ National Retail Federation. (2020, June 9). Retail Sales to Now Exceed \$4.44 Trillion in 2021, as NRF Revises Annual Forecast.

² Adobe. (2021) 2021 Digital Economy Index.