Retail’s digital transformation demands a boost in network performance. The accelerated use of in-store technology by retailers has set the stage for 5G connectivity to boost customer experience and improve operational efficiencies.

**Satisfaction**

While retailers are satisfied with their operational efficiency and overall store experience, the digital store experience is not meeting their expectations.

<table>
<thead>
<tr>
<th>Satisfied with their store’s operational efficiency</th>
<th>Satisfied with their overall store experience</th>
<th>Satisfied with their store’s digital experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>66%</td>
<td>45%</td>
<td>35%</td>
</tr>
</tbody>
</table>

**Customer experience capabilities**

Retailers will leverage technology to improve customer experiences.

- Mobile app with in-store features: 37%
- Interactive displays: 25%
- Customer Wi-Fi: 20%

**Operational efficiency capabilities**

Retailers will increase investments in innovative store technologies that improve operational efficiencies.

- Mobile inventory and receiving: 61%
- Real-time inventory management: 43%
- Digital shelf labels: 18%

**Network performance**

Existing networks fall short because they lack the ability to support current and future technology needs. Retailers are not fully satisfied with their network performance.

- 25% ability to manage peak network traffic
- 28% application response time
- 36% bandwidth availability

**5G as the solution**

5G can be the answer to retailers’ network satisfaction and performance woes. Key business drivers behind retailers’ decision to roll out 5G is its stores:

- Increase in associate mobile devices: 88%
- Increase in store IoT/connected devices: 77%
- Increase in customer mobile devices: 41%

**Retailers are deploying or plan to deploy 5G**

- Currently deployed: 10%
- Plan to deploy in 2 years: 80%

Learn more about how 5G can enhance retail experiences, verizon.com

References: