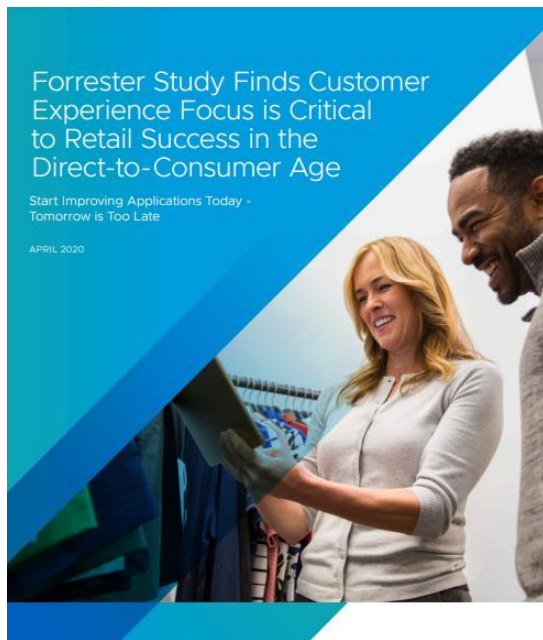


Forrester Study Finds Customer Experience Focus is Critical to Retail Success in the Direct-to-Consumer Age



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83 percent of retail executives surveyed believe that improving their app portfolios would enhance their customer experience and in turn, increase overall revenues. In a recent study from Forrester Consulting commissioned by VMware, we discovered that the demand from retail executives to drive agile software development and implement learned DevOps practices isn't just there -it's more important now than ever.

In this report, explore how retail executives are working toward engaging their consumers in the pandemic-era, how they plan to innovate, and which emerging tech partners they plan on working with.