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How Brands Are Strategizing to Win Digital-First Consumers

Customers have already migrated to the digital world, businesses are making efforts to accelerate digital payments, using analytics and AI in their operations, modernizing through technology, and making convenient and quick delivery.

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In the last year, the retail business has seen many ups and downs, the pandemic has reshaped the way the industry works. Few common phrases for all are: consumer behavior is changing, inclination towards digital payments, changing consumer expectations, 'omnichannel retailing', 'disruption in supply chain', 'e-commerce', 'health and safety', and many more which shows how consumers shop today. And these all

