

How Technology Is Changing The 'Retail Game'

It is bringing virtual trial rooms, zero contact delivery, artificial intelligent stores, self-braking shopping carts, AR shopping Apps, contactless payments, etc to the retail environment



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The retail industry is evolving, and digital transformation is giving the shopping experience a new shape with online experience and offline expectations. Technology has completely revolutionised the way customers shop and pandemic acted as a catalyst in making industry to re-look at their business models. Technology has shown its power and the retail industry is moving towards digital transformation bringing virtual trial rooms, zero contact delivery, artificial intelligent stores, self-braking shopping carts, AR shopping Apps, contactless payments, and many more. As per the report by eLuminance.com, "there are more than 2.15 billion digital shoppers, so it's important to consider where this figure is taking the retail industry and what technology trends pave the way in

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