



Retail's digital transformation demands a boost in network performance.

The accelerated use of in-store technology by retailers will spur the need for 5G connectivity to boost customer experiences and improve operational efficiencies.

Satisfaction

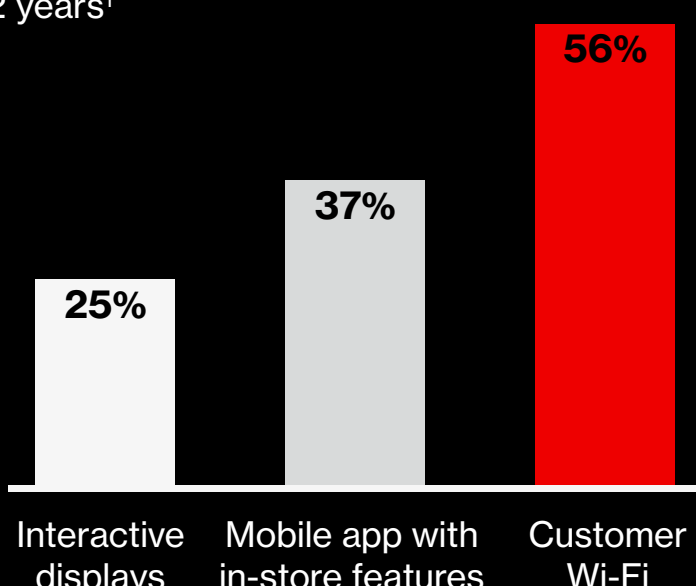
While retailers are satisfied with their operational efficiency and overall store experience, the digital store experience is not meeting their expectations.¹



Customer experience capabilities

Technology deployed or planned to deploy in 2 years¹

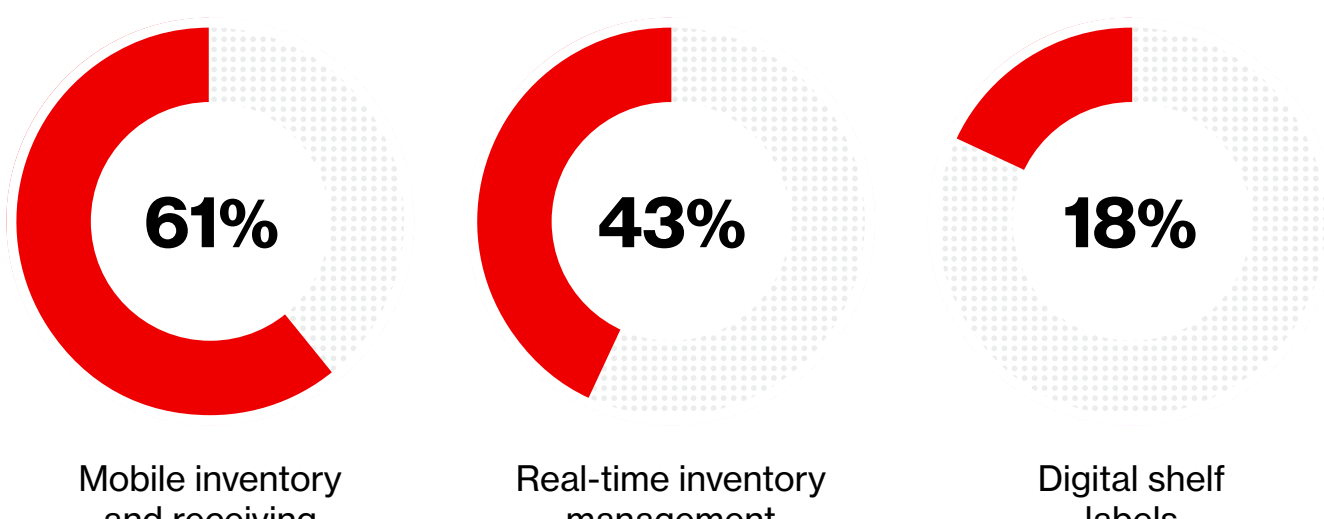
Retailers will leverage technology to improve customer experiences.



Operational efficiency capabilities

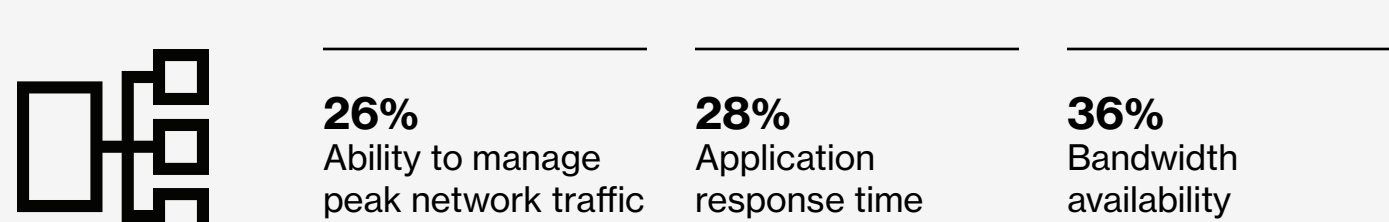
Technology deployed or planned to deploy in 2 years¹

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



Network performance

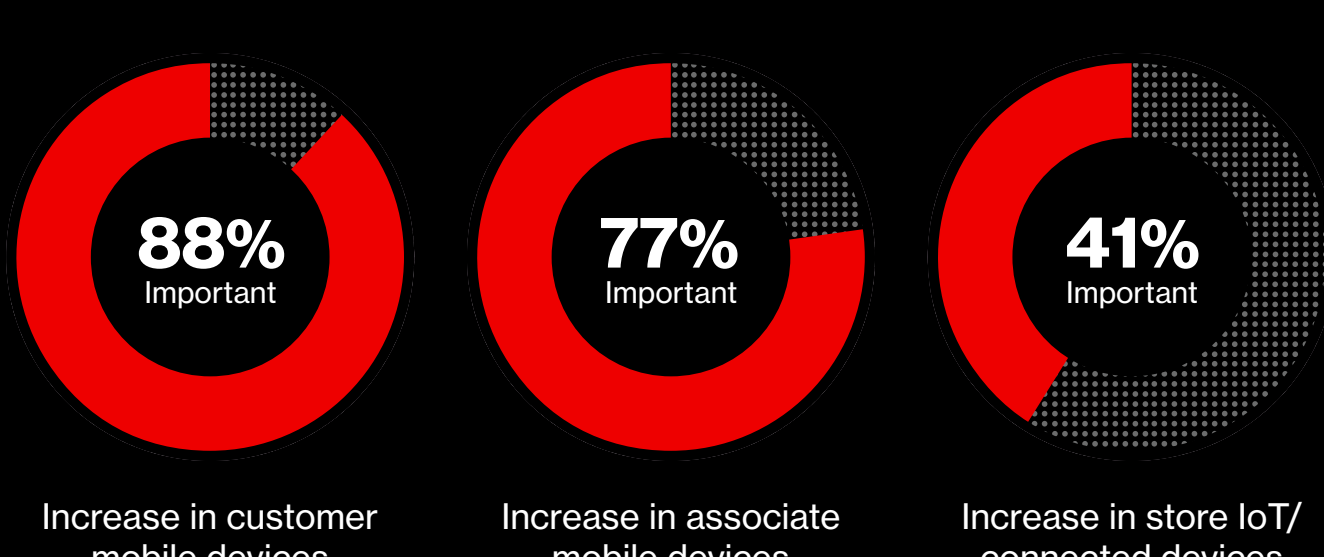
Existing networks fall short because they lack the ability to support current and future technology needs. Retailers are not fully satisfied with their network performance.¹



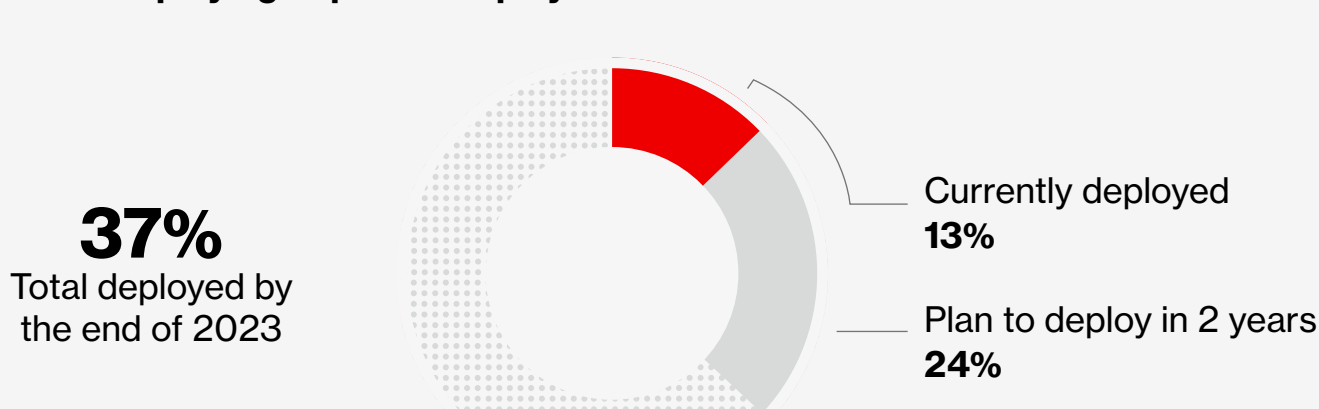
5G as the solution

5G can be the answer to retailers' network satisfaction and performance woes.

Key business drivers behind retailers' decision to roll out 5G to their stores¹



Retailers are deploying or plan to deploy 5G¹



References:
¹ Incisiv 2022 Connected Retail Experience Study: The Store's Digital Evolution. Verizon, January 2022.
<https://www.verizon.com/business/resources/casestudies/2022/2022-connected-retail-experience-study-the-stores-digital-evolution.pdf>