

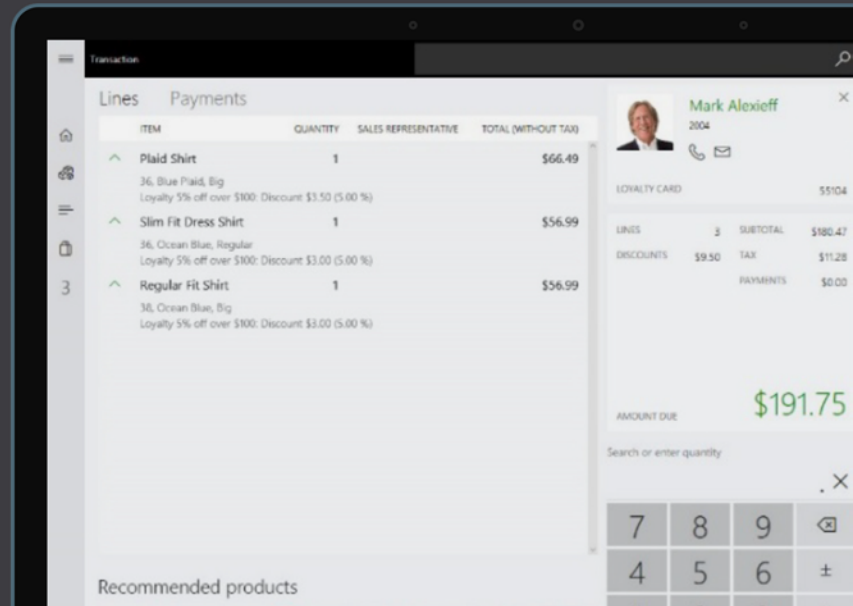


Create a modern store experience

Microsoft Dynamics 365 for Retail enables retailers to deliver amazing experiences that their customers will love, driving increased sales, higher customer loyalty, and lower costs.

"The feedback we've gotten about usability on the transactional has been fantastic. A customer search that used to take four minutes is now complete in seconds."

Matt Keays
COO, Michael Hill



Dynamics 365 for Retail enables retailers to combine the best of digital and in-store to deliver personal, seamless, and differentiated customer experiences by empowering people and capturing insights to drive growth.

It improves retail performance by providing customers with the choice and flexibility they want—such as buy online, pick up in-store—and advanced analytics provide personalized product recommendations while helping to optimize inventory availability.

Benefits of a modern store experience



Deliver exceptional customer service

Meet customer expectations by using tools to access real-time product, customer, inventory, and order visibility.

By 2020, **customer experience will overtake price** and product as the key brand differentiator.¹



Tailor product selection and recommendations

Offer more product selection and recommendations through advanced analytics that provide the best of both online and in-store shopping.

56% of consumers are more likely to shop at a retailer that **recognizes them by name**.²



Optimize store operations

Gain insights through automation and business intelligence dashboards that manage reports, scheduling, time tracking, and sales.

86% of retail and CPG CEOs consider **digital transformation their top priority**.³



Create immersive shopping experiences

Elevate your brand and encourage buying behavior by engaging customers through cross-channel technology and personalized retail experiences.

78% of retailers rate the **integration of e-commerce and in-store experiences** as important/business critical.⁴

Create a modern store experience with Dynamics 365 for Retail.
Visit the Dynamics 365 for Retail website today to learn more.

1. Frost & Sullivan, "Omni Channel Customer Experience." October 2015. 2. Accenture, "Personalization Pulse Check." 2016. 3. PwC, "CEO Survey." 2017. 4. Zebra, "2017 Retail Vision Study." 2017.

