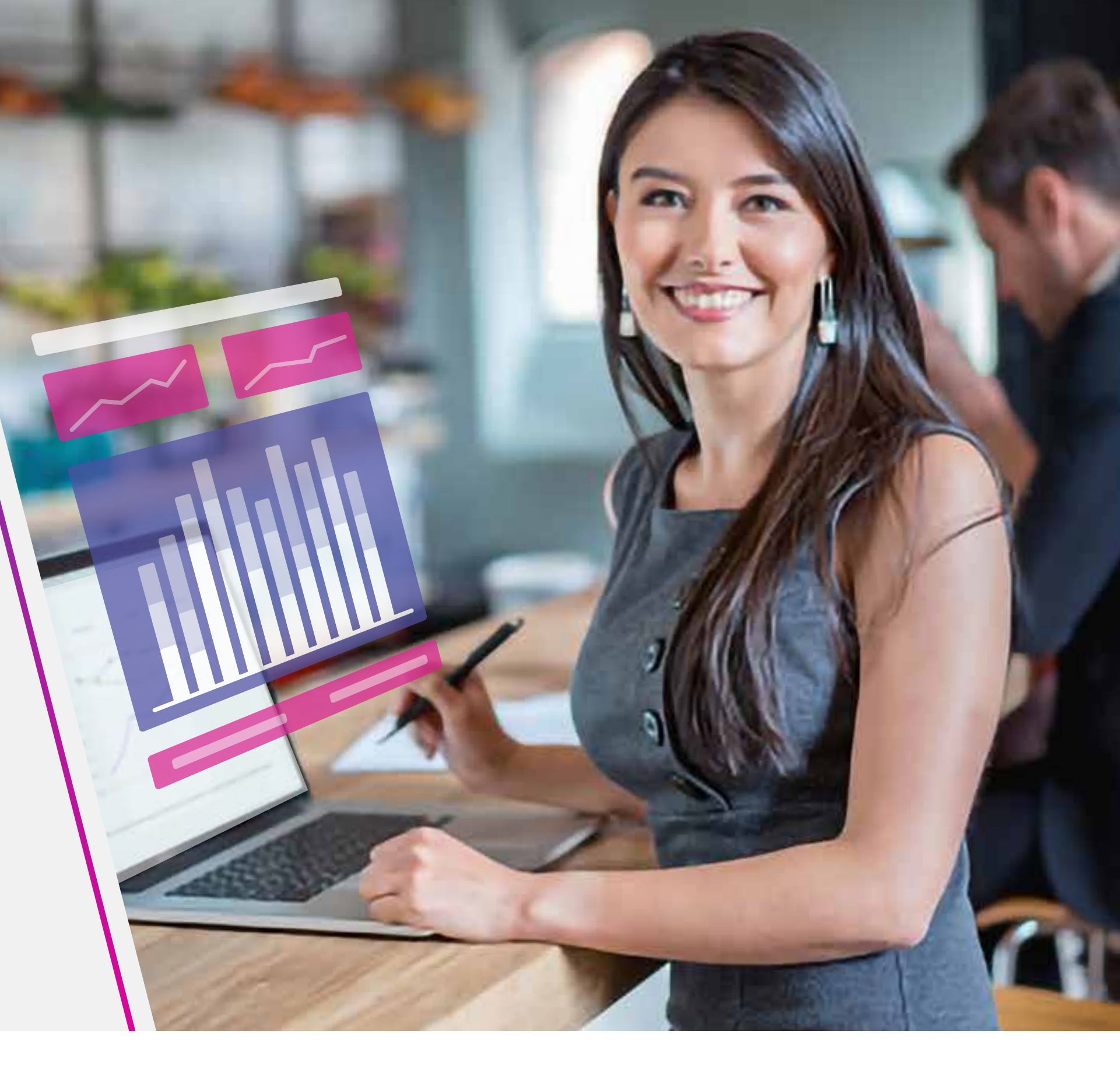# riverbed

**Infographic
Global Digital Employee
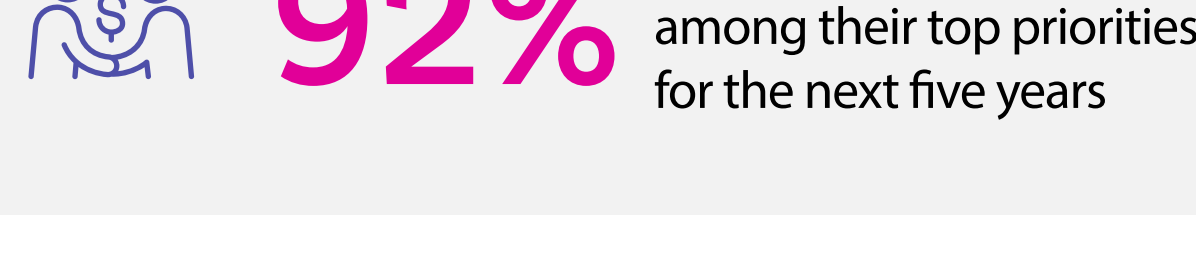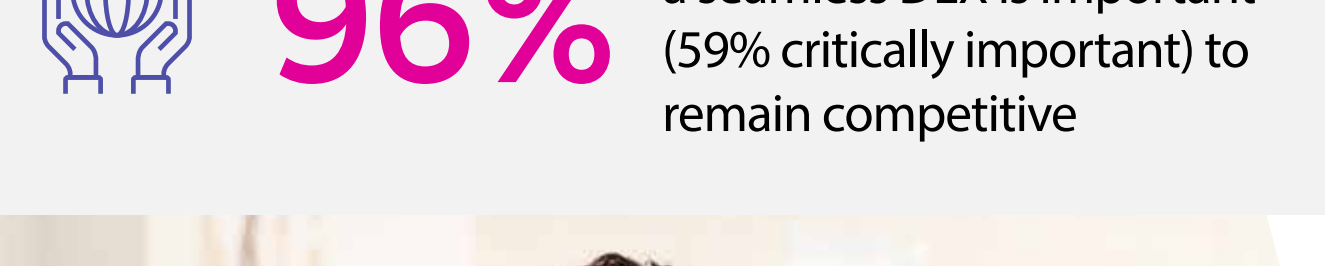Experience Survey 2023**

Retail Industry Results

Retail companies are under increasing pressure to deliver seamless omni-channel experiences as consumers expect to receive the same service experience across every touchpoint, including retail branches, online shops, retails apps and in-store POS systems. All at a time when retailers have huge IT complexity and need to reduce their IT expenditures.

The Riverbed Global Digital Employee Experience (DEX) Survey 2023 explores generational expectations, hybrid work, IT's evolving role, and obstacles and strategies to delivering an exceptional digital experience.

The survey, fielded by Sapio Research in May 2023, polled a combination of more than 1,800 IT and business decision-makers across 10 countries and seven industries, including over 300 from the Retail industry.

Here's what the IT and business leaders in the Retail sector have to say:

DEX is Highly Critical for Retailers to Remain Competitive

96% Of Retail leaders said delivering a seamless DEX is important (59% critically important) to remain competitive

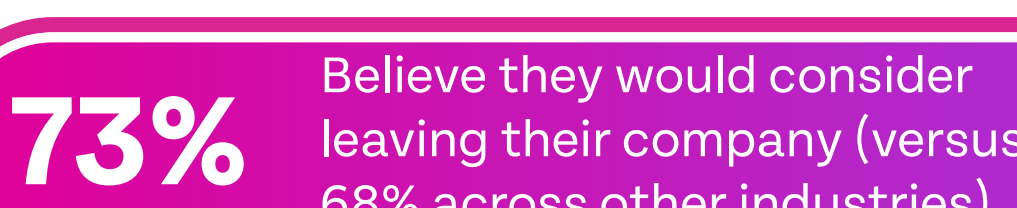**92%** Agreed investing in DEX is among their top priorities for the next five years

Millennials in the Retail Industry Have the Highest Digital Expectations

Which generation expects the most from their technology and digital experience?

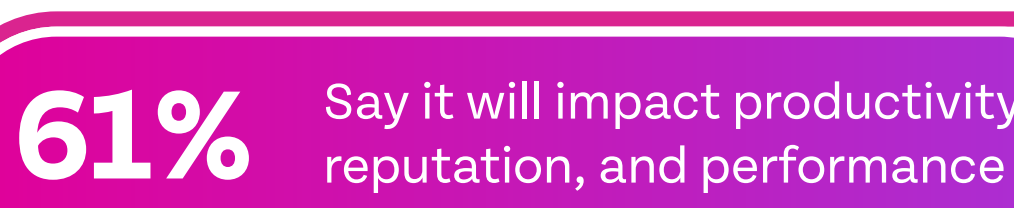| **41%** Millennial (the highest of any industry)	**31%** Gen Z	**13%** All Equal	**10%** Gen X	**4%** Baby Boomers
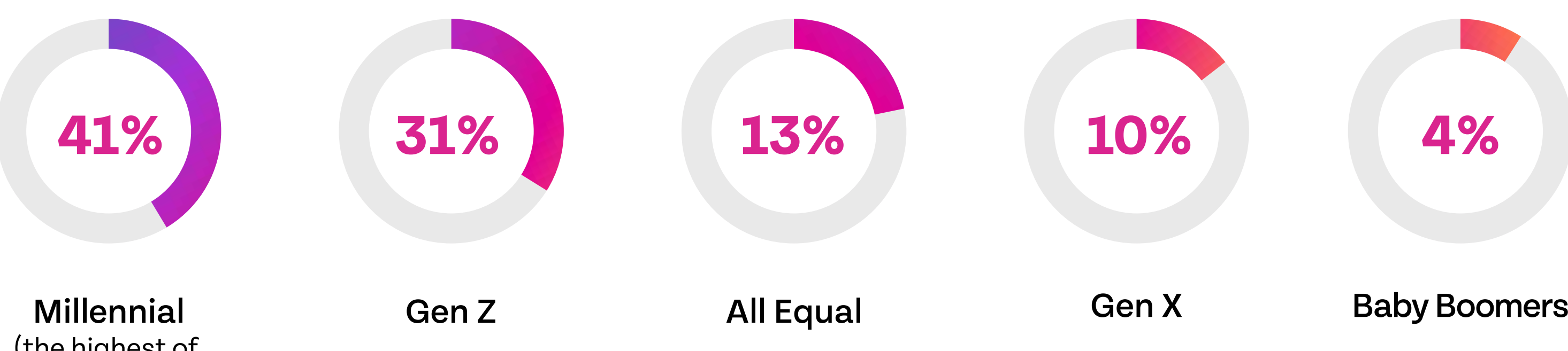
Failing to meet the digital experience demands of younger generations – Millennials and Generation Z – can have major consequences according to business and IT leaders.
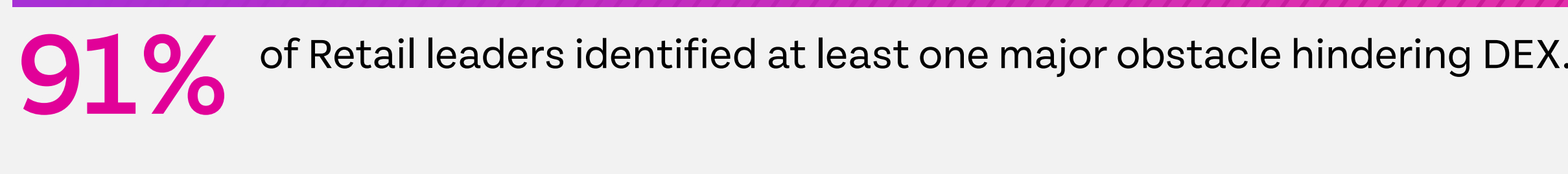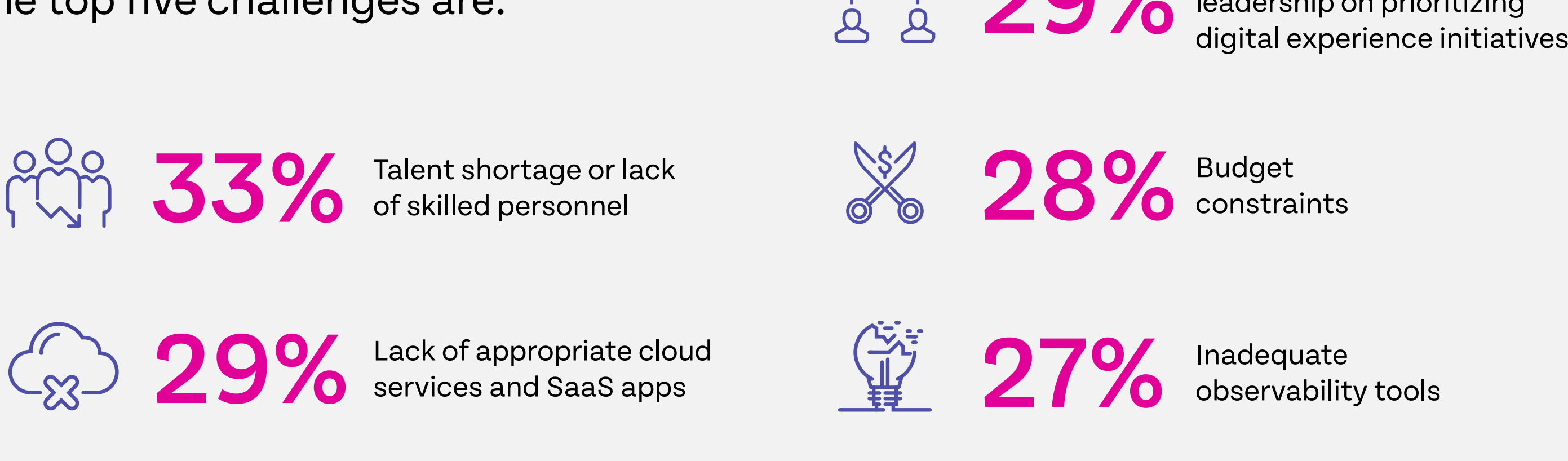
Talent Drain
73% Believe they would consider leaving their company (versus 68% across other industries)

Disruptive
61% Say it will impact productivity, reputation, and performance

As younger generation employees continue to enter Retail organizations:

95% Believe they will need to provide more advanced digital experiences

89% Say it will put increased pressure on IT resources

For Retail Leaders, Delivering a Better DEX is Getting Harder

91% of Retail leaders identified at least one major obstacle hindering DEX.

The top five challenges are:

33% Talent shortage or lack of skilled personnel

29% Lack of appropriate cloud services and SaaS apps

29% Lack of buy-in from leadership on prioritizing digital experience initiatives

28% Budget constraints

27% Inadequate observability tools

Retail IT Leaders are Taking Charge Within the C-suite

How C-suites at Retail organizations perceive IT has changed in the wake of the COVID-19 pandemic, shift to hybrid work, and a challenging economy.

85% Say IT is more relevant today than before the pandemic (highest of any industry)

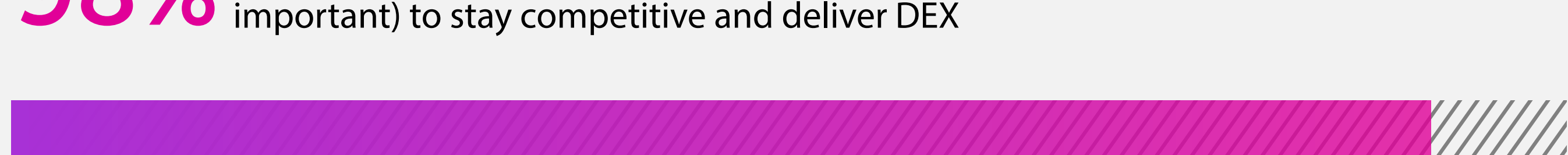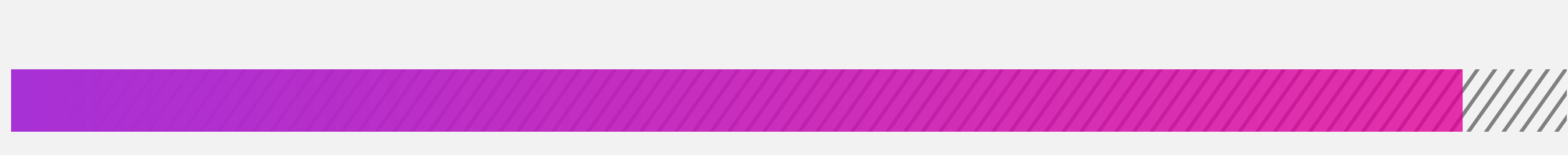**90%** Of IT leaders surveyed have a seat at the C-suite table (highest of any industry)

93% Agree it is more responsible for business innovation now than three years ago

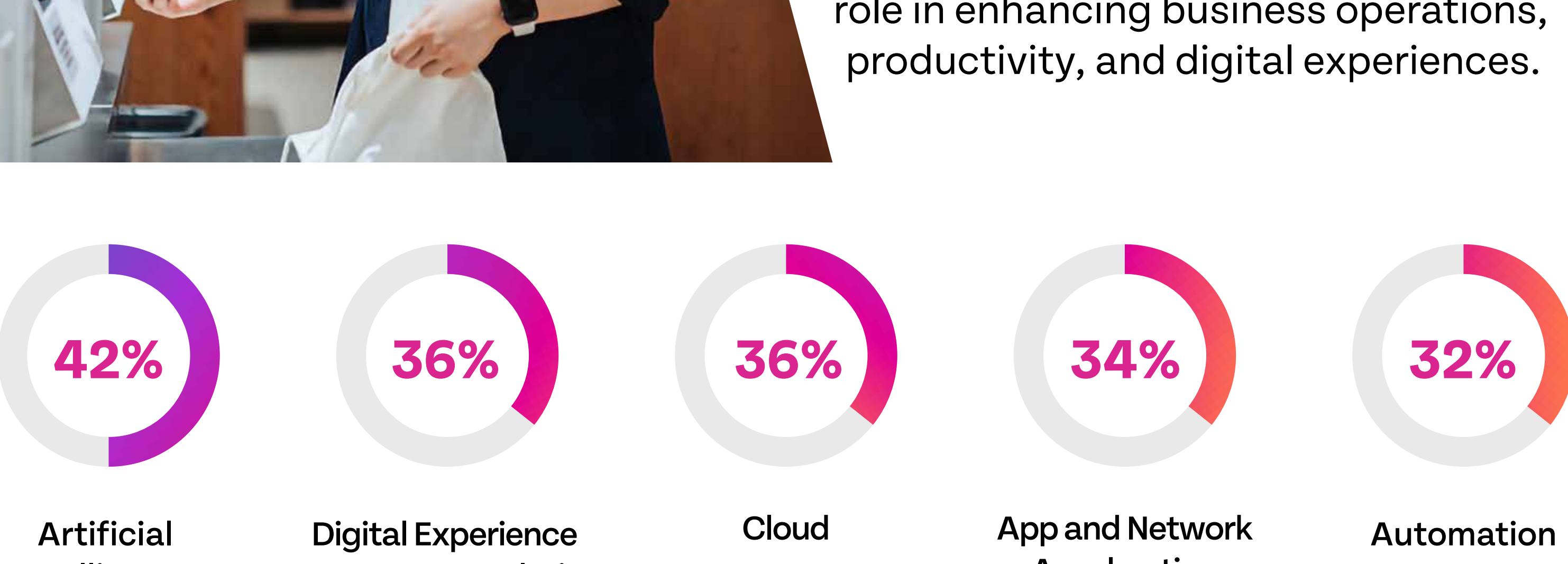IT leaders in Retail are currently grappling with a skills shortage:

38% Have adequate IT personnel but lack the necessary skill set

39% Face a shortage of IT personnel

83% Have proactively allocated budget for retraining individuals where there are skills shortages

91% Believe unified observability with greater automation can help bridge the IT skills gap

Retail Leaders Understand Unified Observability is a Must-Have for DEX

98% Of Retail leaders state unified observability is important (58% critically important) to stay competitive and deliver DEX

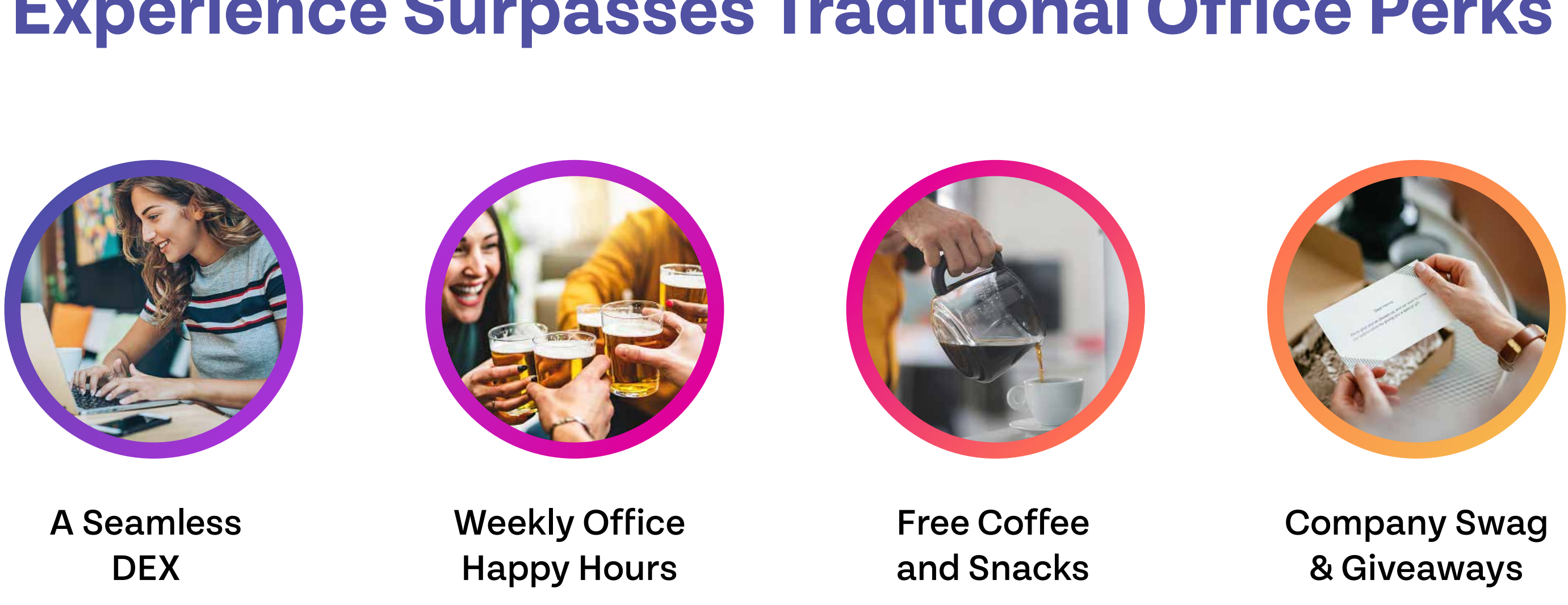**92%** Say there must be greater investment in unified observability

Emerging and Existing Technologies Will Make or Break a Business

Retail decision-makers cite these solutions as becoming increasingly business-critical in the next 18 months and will play a key role in enhancing business operations, productivity, and digital experiences.

42% Artificial Intelligence	**36%** Digital Experience Management Solutions	**36%** Cloud	**34%** App and Network Acceleration	**32%** Automation

In Retail Organizations, Providing A Seamless Digital Experience Surpasses Traditional Office Perks

| A Seamless DEX	Weekly Office Happy Hours	Free Coffee and Snacks	Company Swag & Giveaways
50%	**25%**	**15%**	**10%**

Overcome Your Challenges with Alluvio Unified Observability and Riverbed Acceleration

Riverbed enables organizations to transform data into actionable insights and accelerate performance for a seamless digital experience. Riverbed offers two industry-leading portfolios:

The Alluvio Unified Observability portfolio by Riverbed is AI-powered and enables organizations to unify data, actions, and insights across the entire digital ecosystem. With Alluvio, companies can optimize digital experiences, enhance operational efficiency, and drive performance and business growth.

Riverbed Acceleration solutions empower users to harness the full potential of enterprise applications and services, regardless of their location. With Riverbed Acceleration, users experience peak speed and seamless performance, enabling them to maximize productivity and enjoy better digital experiences.
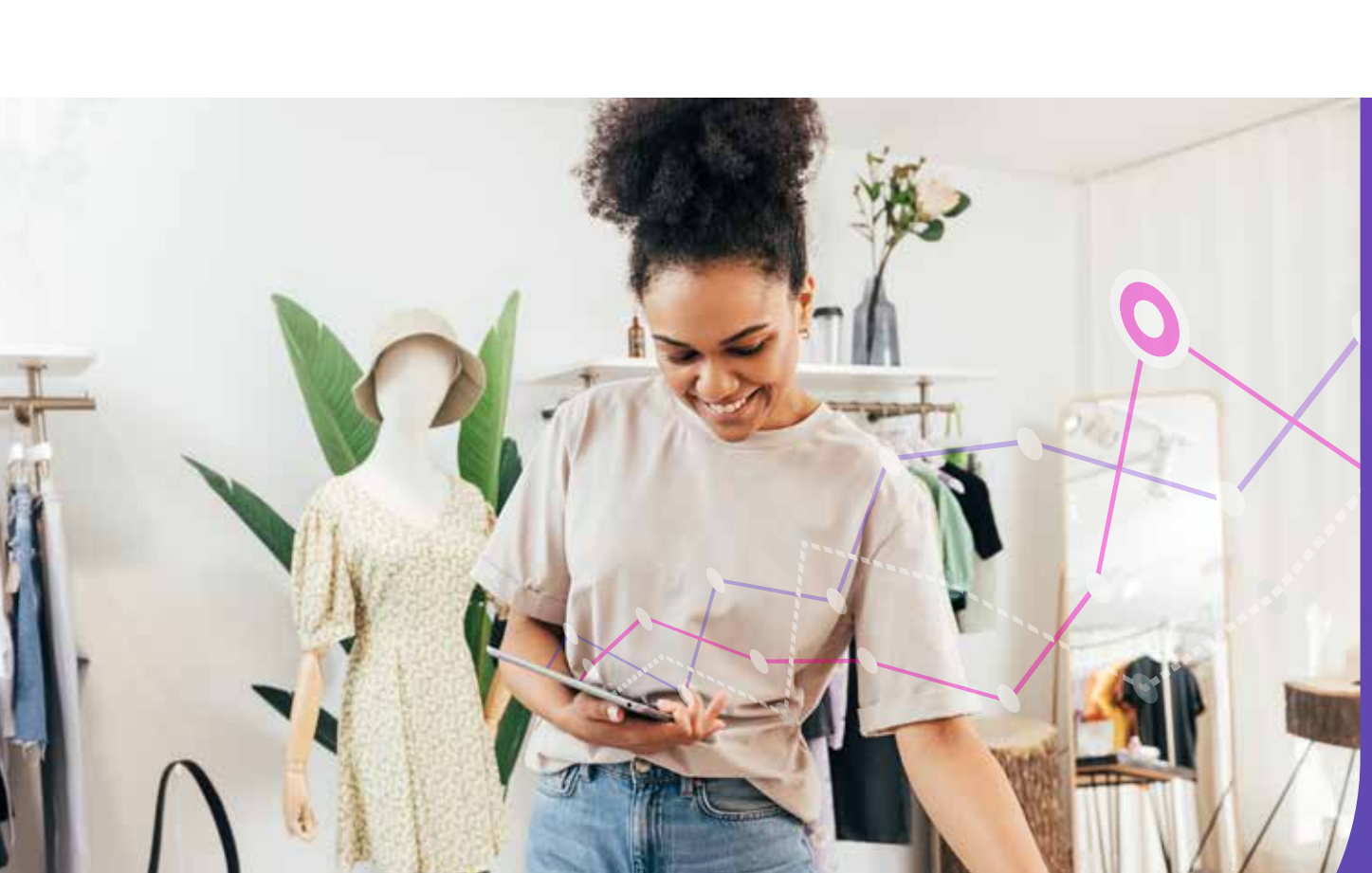
For more insights into the priorities of IT and business leaders, check out the full Riverbed DEX Global Survey 2023:

riverbed.com/DEXSurvey2023

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