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Infographic: Global AI & Digital Experience Survey

Retail Industry

Insights into AI adoption, challenges, and success strategies in the Retail Industry

AI is revolutionizing the Retail industry by optimizing supply chains, analyzing consumer buying behavior, enhancing customer interactions and much more, enabling retailers to stay competitive and meet consumer expectations. This is why 71% of Retail organizations consider AI a strategic priority, and 29% at least moderately important. Furthermore, 96% of business and IT decision-makers agree that AI will help them offer a better digital experience for end users. However, there are many gaps and challenges currently impacting the ability for Retailers to obtain the full benefits of their AI implementation.
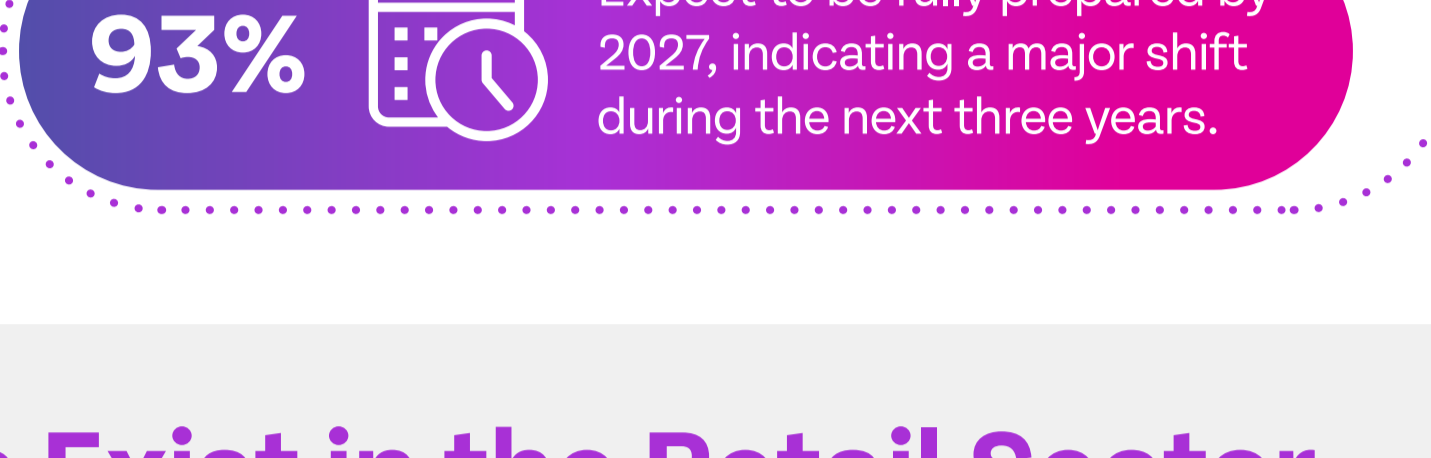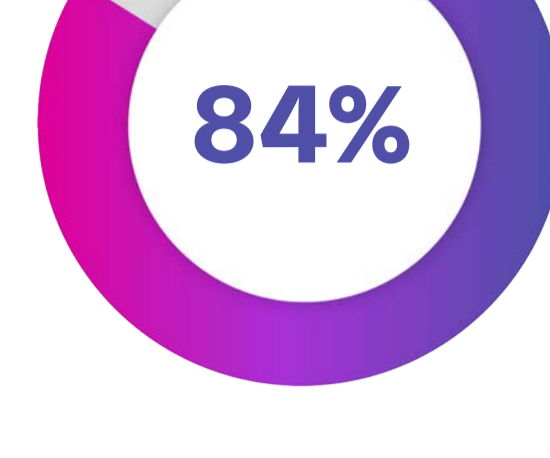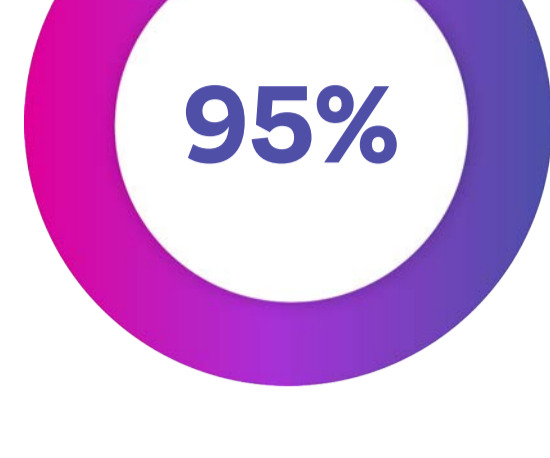
The Riverbed Global AI & Digital Experience Survey offers practical AI strategies to navigate the path from AI adoption to AI-driven success. The survey, fielded by Coleman Parkes Research in June 2024, polled 1,200 IT and business decision-makers across seven countries and seven industries, including 200 leaders in Retail organizations.

Retail Sector Considers AI a Priority

The Retail industry is enthusiastic about AI.

95%
95% Of leaders say AI is a top C-Suite priority.

84%
84% in Retail agree that AI technology provides a competitive advantage.

40%
40% of Retail organizations are fully prepared to implement their AI strategy now.

93%
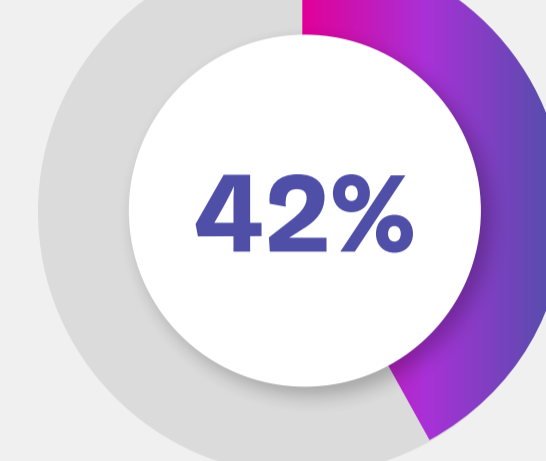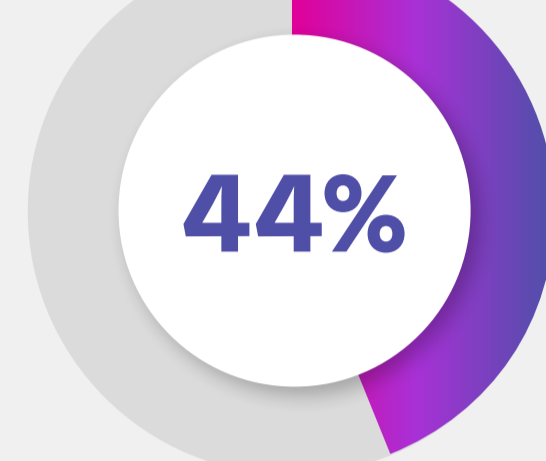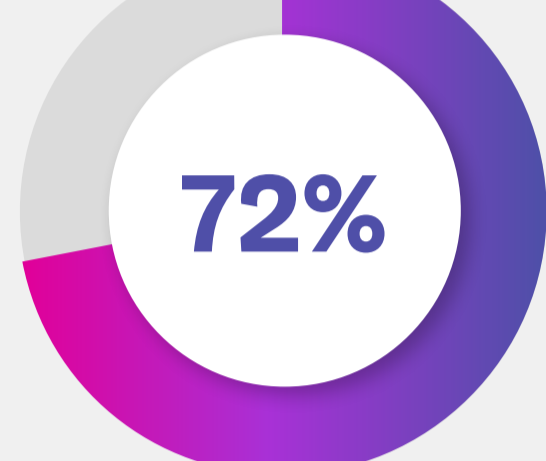Expect to be fully prepared by 2027, indicating a major shift during the next three years.

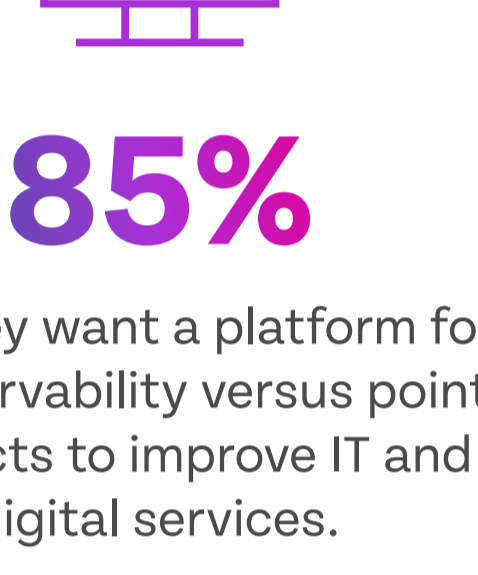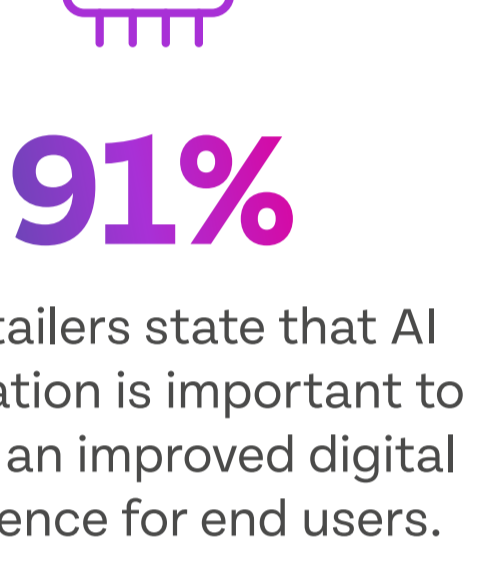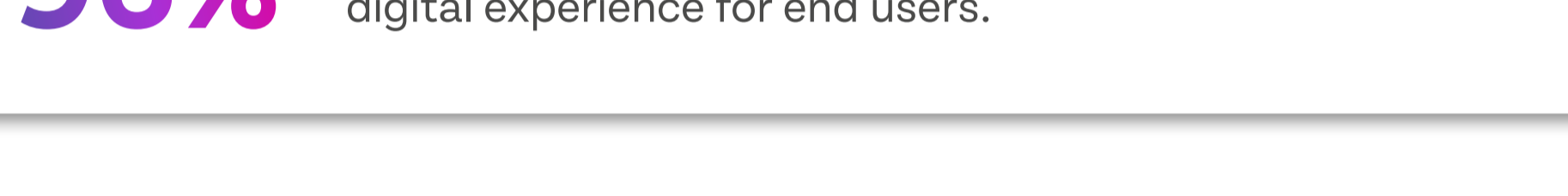## Despite AI Benefits, Gaps Exist in the Retail Sector

AI data-driven insights can help Retail organizations more easily predict sales trends and emerging market demands for different products and services.
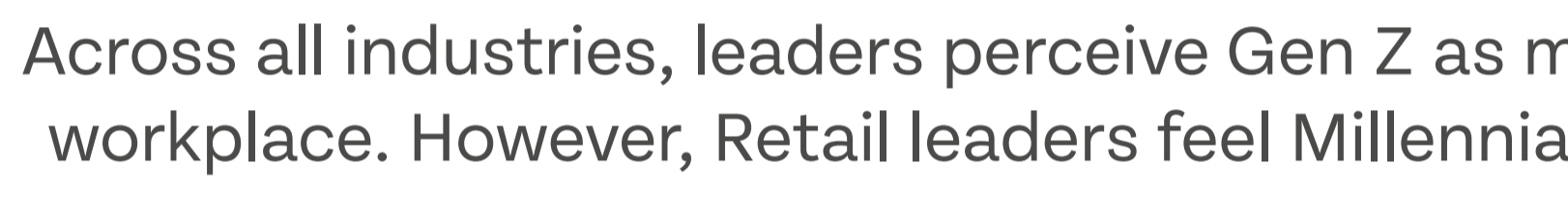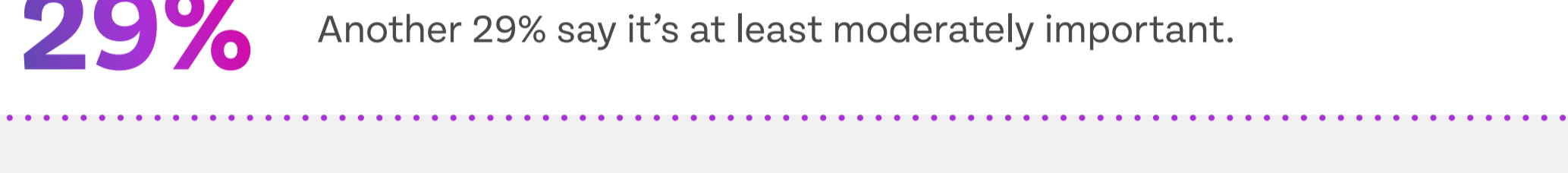
87% Of Retail leaders acknowledge that great data is critical for great AI.

However, the research reveals significant data gaps:

72%
Are concerned about the effectiveness of their organization's data for AI usage.

44%
Less than half of the leaders rate their data as excellent for accuracy and integrity.

42%
Say their data quality is a barrier to further AI investment.

Digital User Experience a Priority for Retail

96% Of Retail leaders agree that AI will help them deliver a better digital experience for end users.

91%
Of Retailers state that AI automation is important to deliver an improved digital experience for end users.

85%
Cite they want a platform for AI observability versus point products to improve IT and digital services.

71%
Of Retail organizations expect to achieve improved DEX through 24/7 support (such as chatbots and virtual assistants).

Gen Z and Millennials in Retail Demonstrating AI Expertise

71% Of Retail leaders say AI is a key strategic priority for their organization.

29% Another 29% say it's at least moderately important.

Across all industries, leaders perceive Gen Z as most comfortable with AI in the workplace. However, Retail leaders feel Millennials are equally as comfortable.
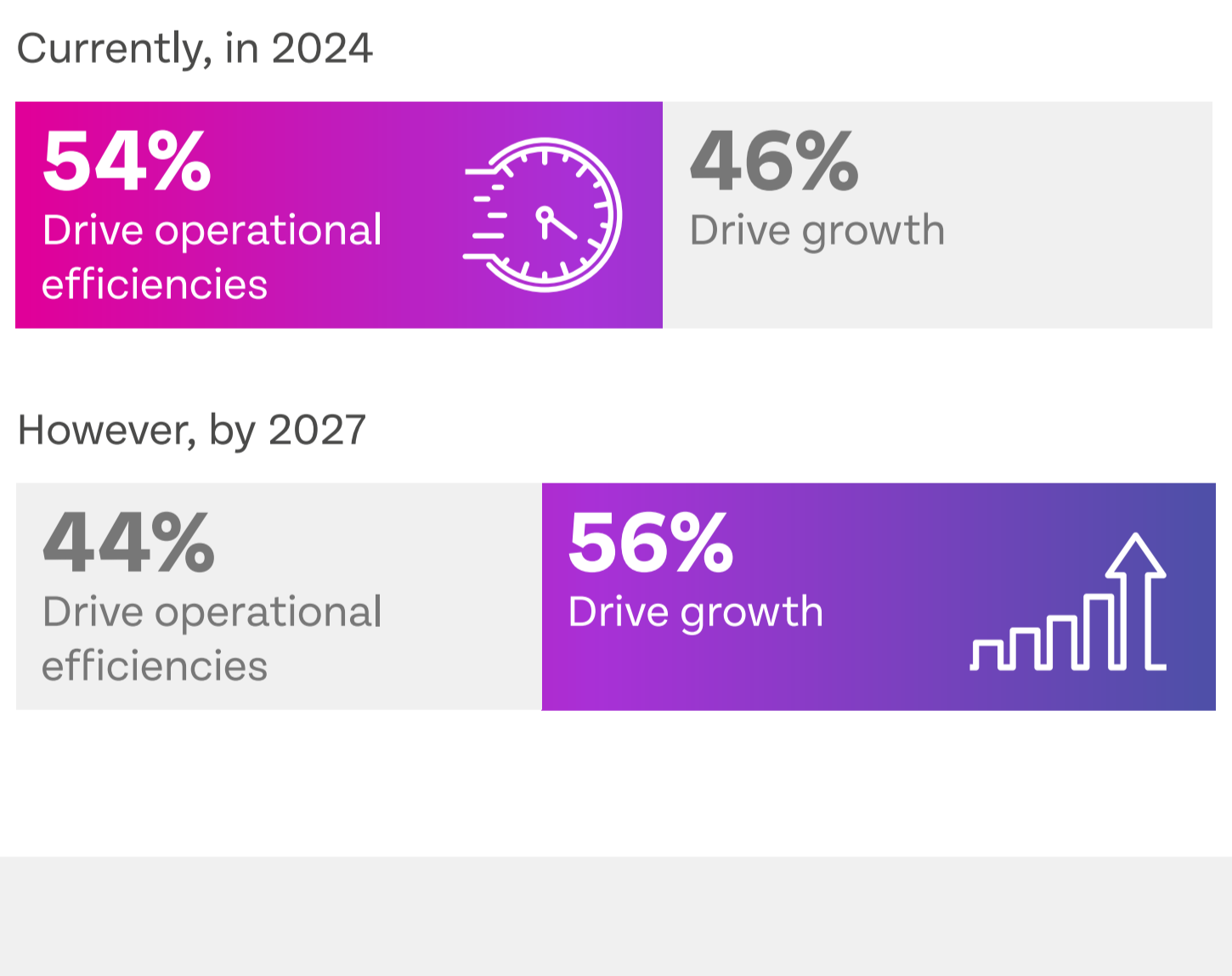
47% Gen Z
46% Millennials
6% Gen X
1% Baby Boomers

There is strong enthusiasm for AI adoption in Retail organizations.

+ 64% Say AI sentiment in their organization is positive
– 33% are neutral
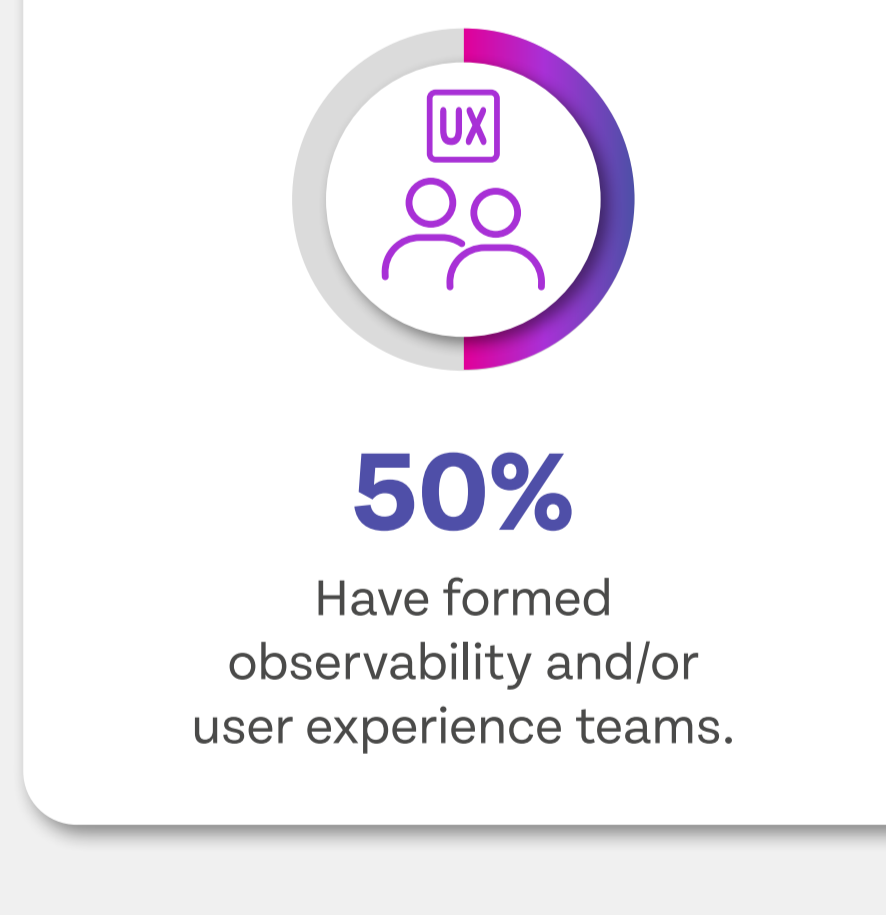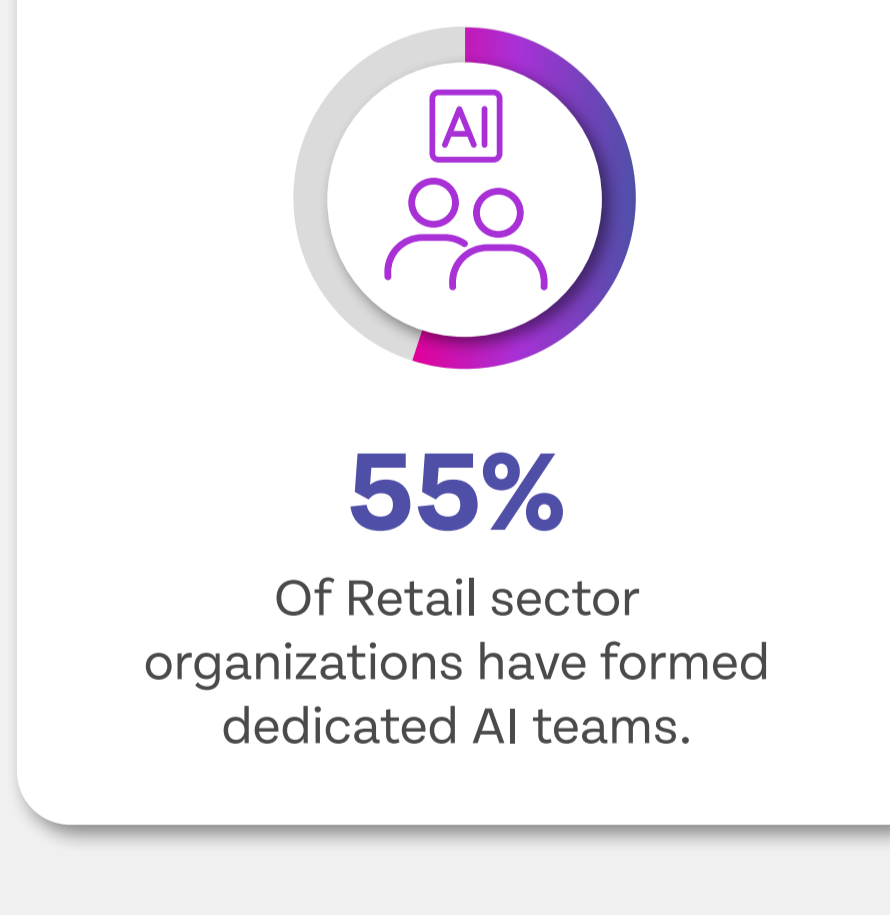**✕ and only 3%** are skeptical

AI to Become Growth Driver in Retail in the Next Three Years

AI will be a critical driver of Retail growth in the future by enhancing the customer experience, optimizing operations and provide data-driven insights that will transform the Retail industry.
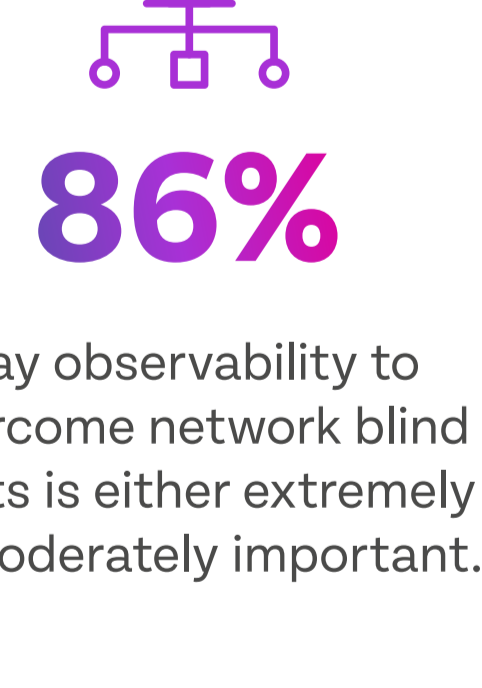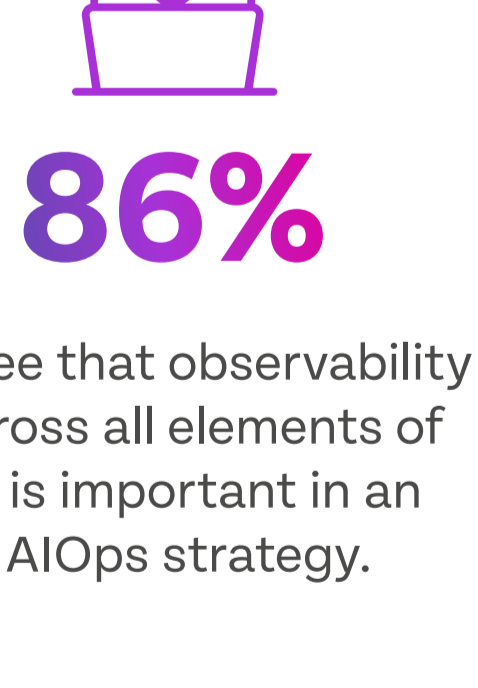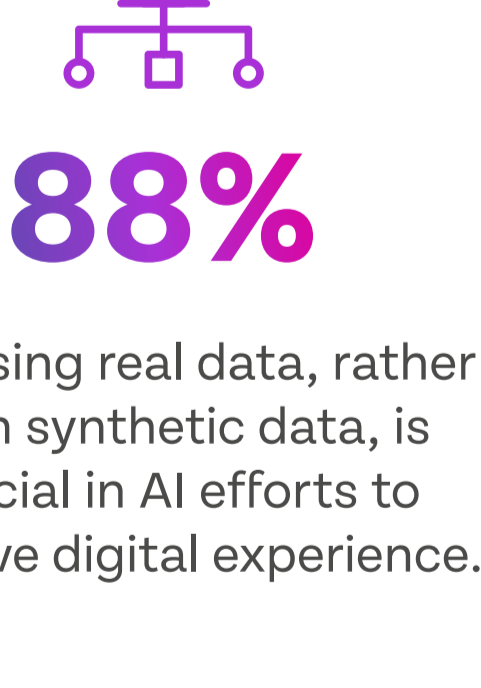
Retail leaders primary reason for using AI

Currently, in 2024
54% Drive operational efficiencies
46% Drive growth

However, by 2027
44% Drive operational efficiencies
56% Drive growth

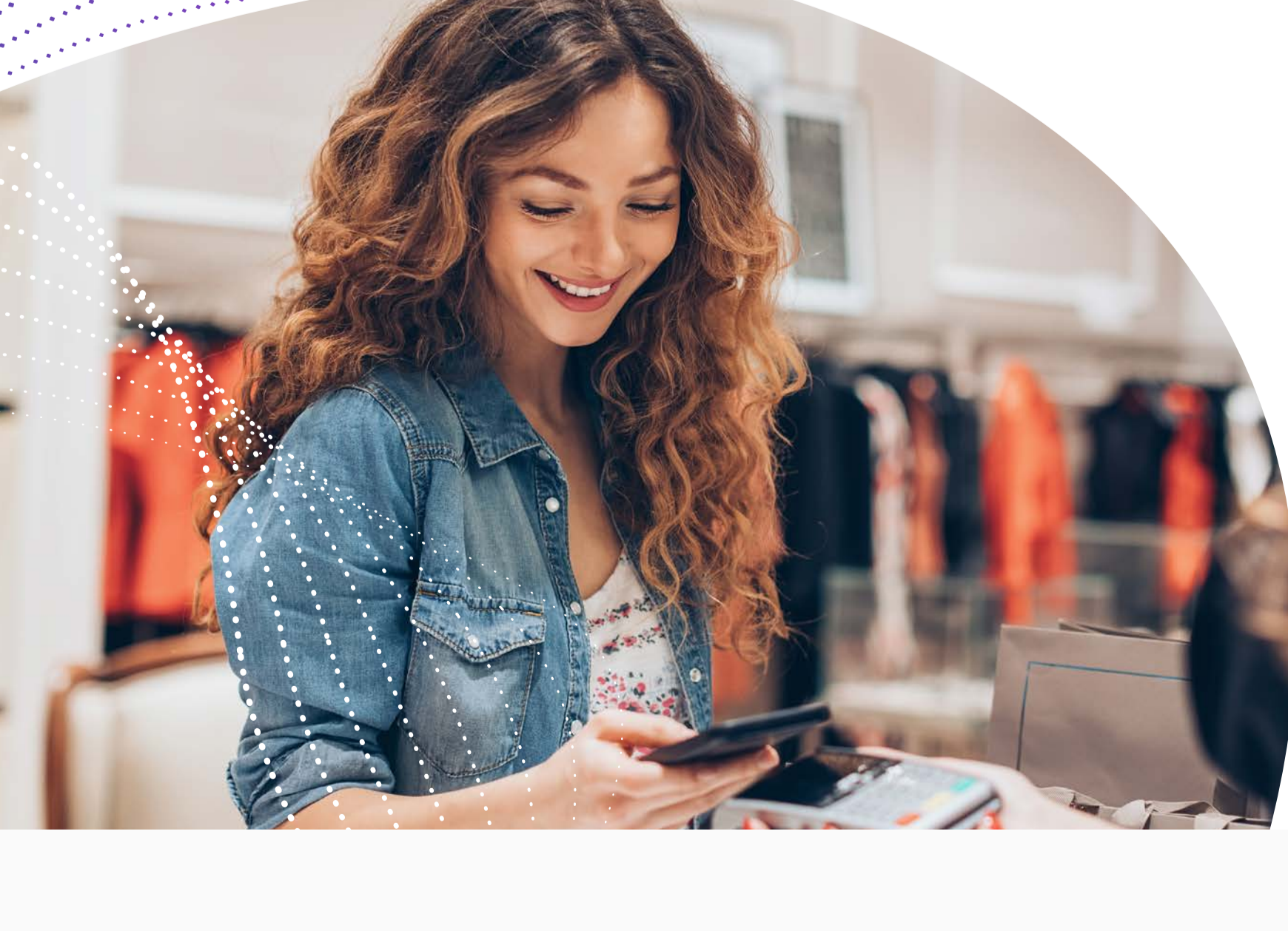## Driving Successful AI Initiatives in Retail

For this sector, investment in AI talent is becoming a priority, as Retailers recruit data scientists, AI specialists, and engineers to maintain a competitive edge in a rapidly evolving landscape.

55%
Of Retail sector organizations have formed dedicated AI teams.

50%
Have formed observability and/or user experience teams.

Retailers are exploring other initiatives to drive successful AI integration.

88%
Say using real data, rather than synthetic data, is crucial in AI efforts to improve digital experience.

86%
Agree that observability across all elements of IT is important in an AIOps strategy.

86%
Say observability to overcome network blind spots is either extremely or moderately important.

## Recommendations to Succeed in the Evolving AI Landscape

* Enhance your AI strategy, set realistic goals, and benchmark against competitors
* Deploy AI to improve Digital Employee Experience (DEX) and IT operations
* Prioritize data quality and observability
* Build a pathway to leverage AI to drive growth
* Implement AI governance frameworks, form AI and/or observability teams and train staff
* Draw on insights across the organization including Gen Z and Millennials, which leaders surveyed said are the most comfortable with AI.

Are you ready to harness the full potential of AI? Learn more and take the next step with Riverbed.

Riverbed – Delivering Practical AI to Optimize Digital Experiences and IT Operations

The new Riverbed Platform provides open full-stack observability (using real data), enabling customers to optimize digital experience by using AI to prevent, identify, and resolve IT issues. The Platform consists of leading Unified Observability and Acceleration solutions.
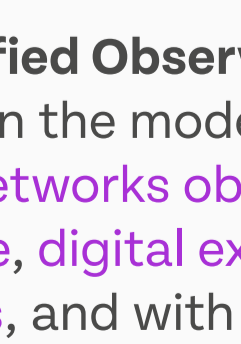
Riverbed Unified Observability solutions span the modern IT landscape: networks observability, infrastructure, digital experience, devices, apps, and with MPN: and Aternity Mobile, visibility into blinds spots— Zero Trust architectures, public cloud, remote work and enterprise mobile devices. Riverbed IQ 2.0, an AIOps solution, utilizes AI-driven correlation and automation to rapidly identify and remediate issues fast, including without human intervention.
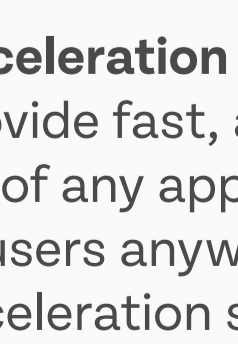
Riverbed Acceleration solutions provide fast, agile, secure acceleration of any app, over any network, to users anywhere. With Riverbed Acceleration solutions, customers can take action based on insights from the observability tools, and can move data faster across multiple locations. Riverbed Acceleration solutions include: Riverbed SteelHead, SteelHead Cloud, SteelHead Mobile, and SteelHead SaaS.

Gain additional insights from the Riverbed Global AI & Digital Experience Survey by viewing the full report.

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