

## IDC Vendor Spotlight: The Path Towards Empathy at Scale for Retailers

Priorities of retail leaders, over the next few years, will be primarily geared towards the five key areas of business model innovation, development of technology intellectual property, digital supply chain, customer experience and ecosystem enablement. As enterprises intensify their efforts in these areas, they are being driven towards “commerce everywhere” business models that generate value much beyond selling products and services to consumers. These models identify real-time contextual and interface-agnostic customer experience opportunities.

This IDC Vendor Spotlight, sponsored by WNS, highlights the trends, benefits and challenges associated with the execution of customer experience strategies at scale. It proposes a Digital commerce platform to enable retailers to generate profits in the short term and achieve long-term innovation objectives.

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