

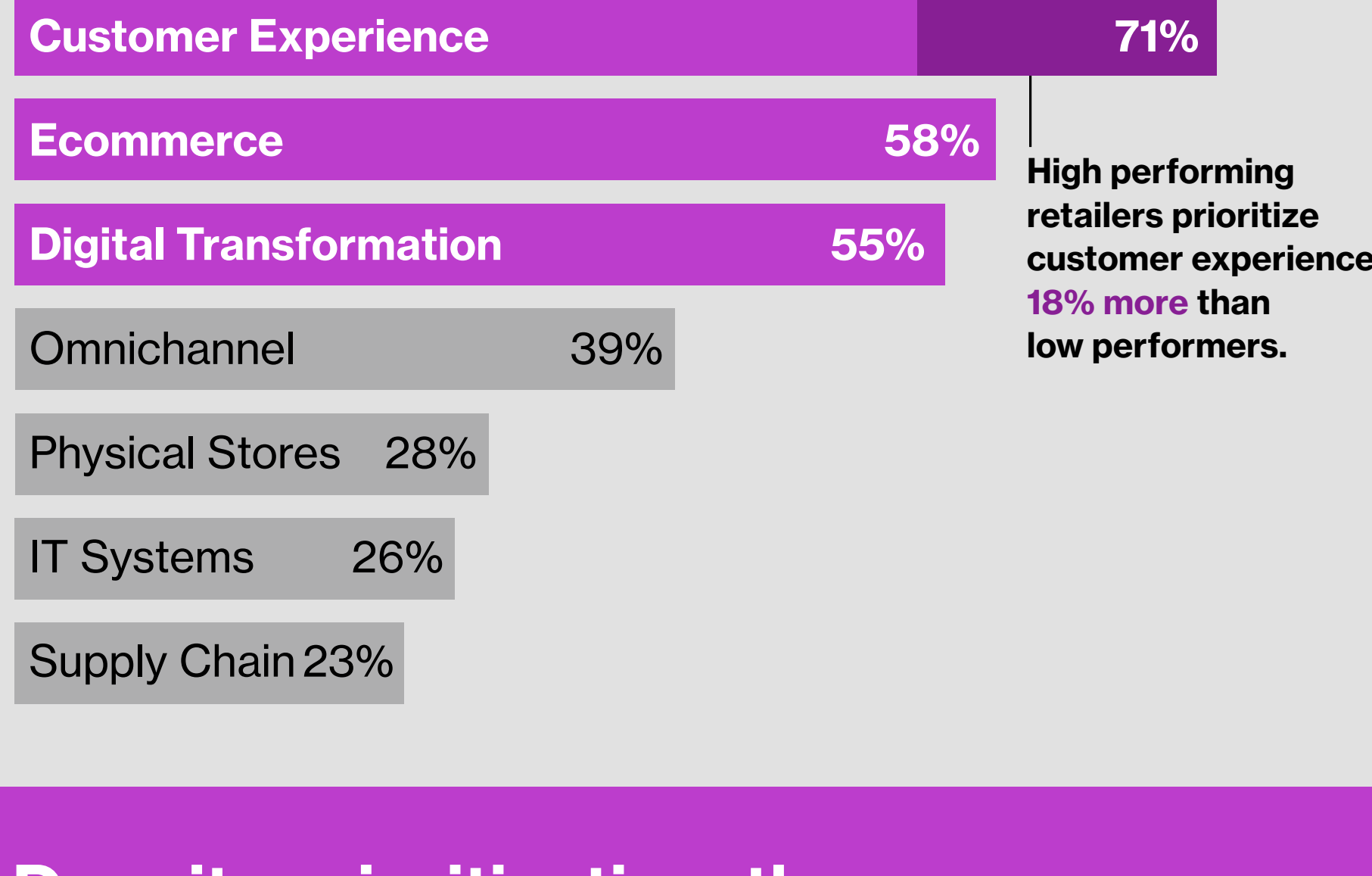
How Retailers Win on Customer Experience

The retail landscape is changing fast. Retailers need to make important decisions about how to modernize with great customer experience as a top priority.

A great customer experience pays off.



Retailers are prioritizing customer experience using digital tools and channels.



Despite prioritization, these areas are still the top two challenges for most retailers.

- 1 Digital Transformation
- 2 Customer Experience

“Digital transformation closes the gap between what digital customers already expect and what analog businesses actually deliver.”

Greg Verdino
Founder, The Digital Consultancy

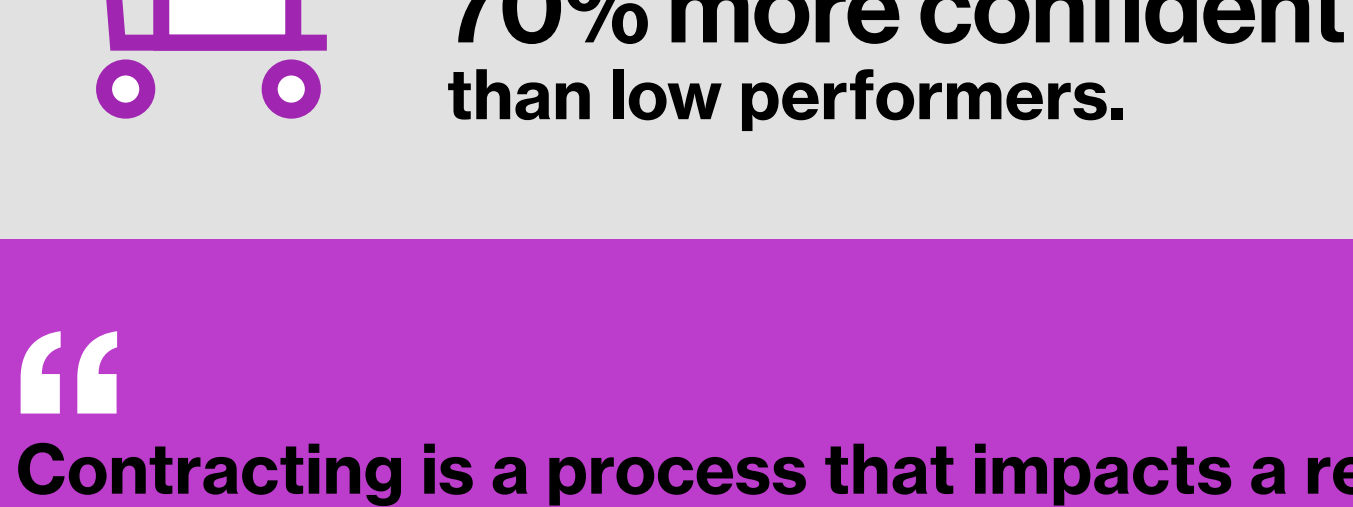
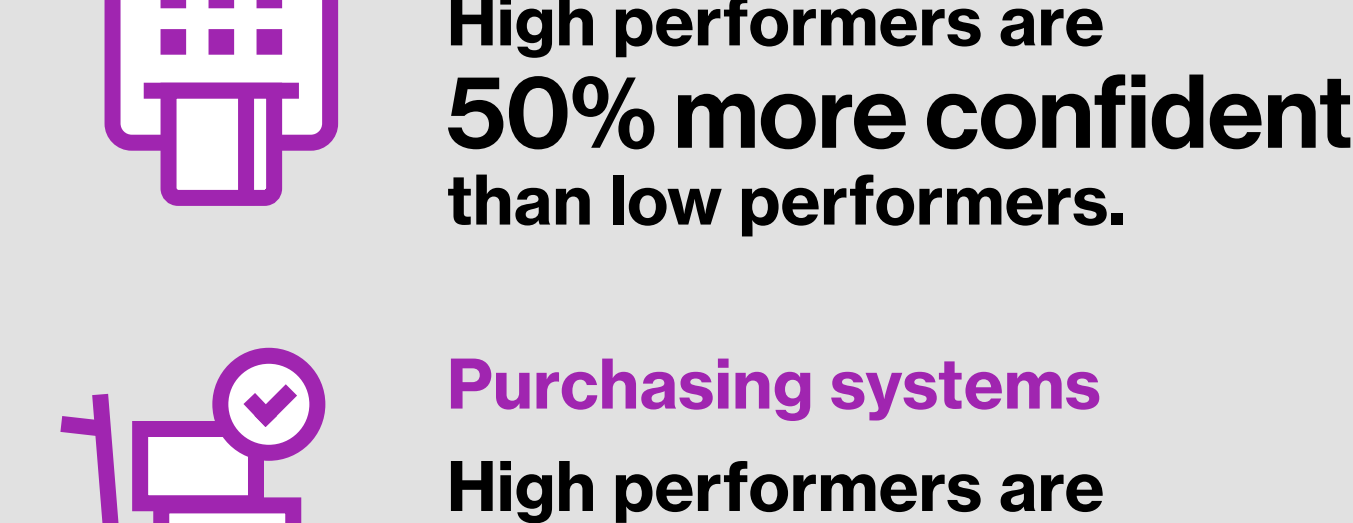
Delivering the best customer experience requires strong fundamental systems.

“It starts with retail fundamentals first. As the old saying goes: you can't put the icing before the cake.”

Marvin Ellison
CEO, Lowe's

Leaders are investing 2-3x more than the average retailer in IT transformation.³

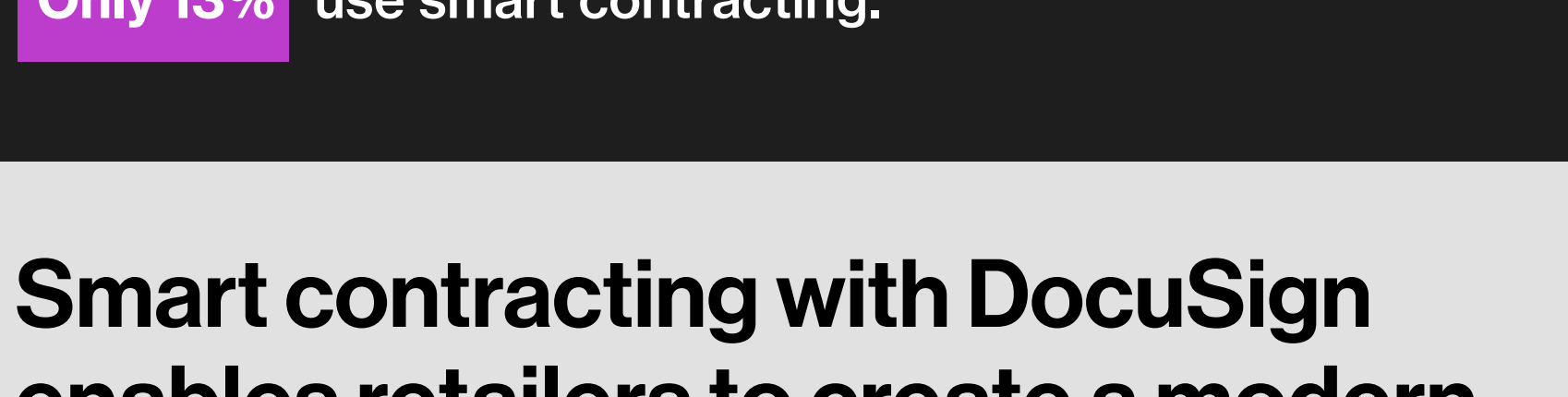
High performers have more confidence in their systems.



“Contracting is a process that impacts a retailer's ability to purchase and sell effectively and create an agreeable customer experience. Contracting is at the foundation of what a company is.”

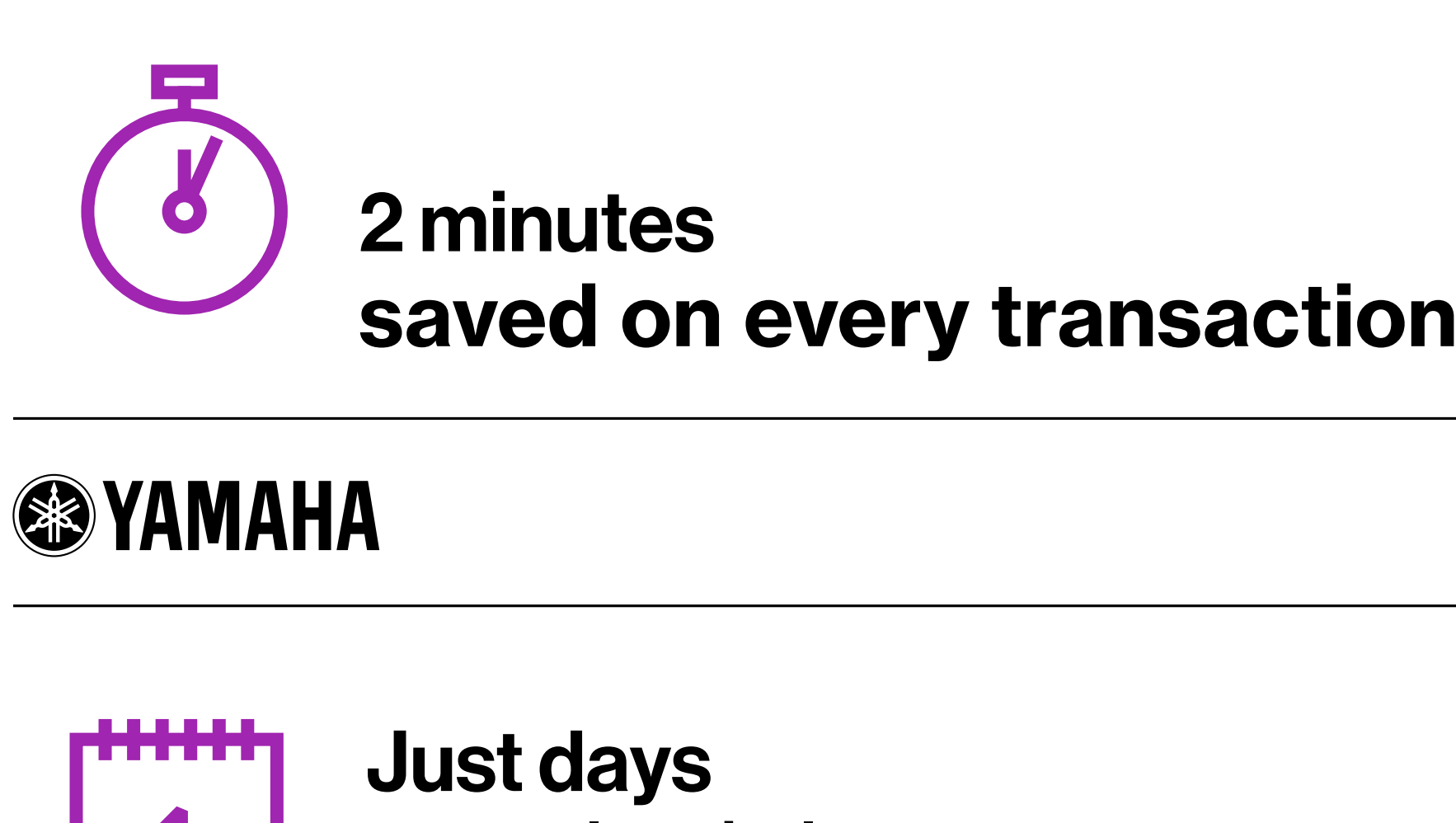
Steve Schmidt
Former President, Office Depot International

Contracting is the next area of transformation for retailers.

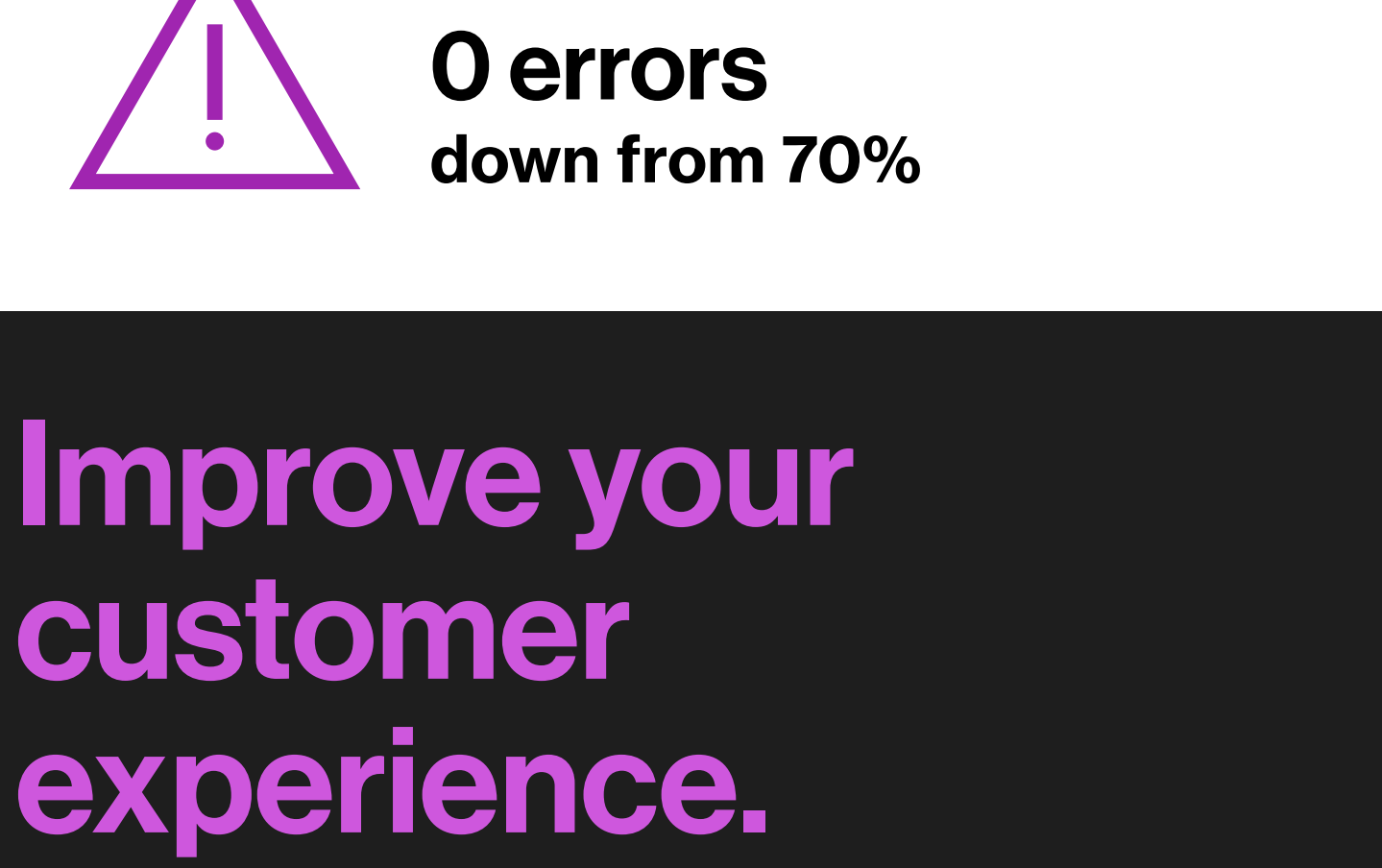


Smart contracting with DocuSign enables retailers to create a modern, positive customer experience.

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