



# 5 Questions Retail Leaders Need to Ask

To stay ahead, leading retailers must be agile. It's crucial to anticipate trends; deliver what customers want, when they need it, and where they want it; and offer goods at the right price. This requires real-time visibility into demand, the ability to pivot quickly in a fast-changing marketplace, and a sharp focus on margins and business performance. Here's what you need to know.

## How can we meet evolving customer expectations?

Customer expectations are constantly evolving, competition is fierce, and retaining loyal customers is critical. The key to delivering a hyper-personalized customer experience lies in capturing and understanding the data that drives behavior.

## What are the benefits of applying AI capabilities to streamline fulfillment?

AI-driven supply chain and inventory planning can help streamline the entire fulfillment process, reduce overstocking, and gain a competitive advantage through reliable and efficient deliveries.

## Do we know how to be sustainable and profitable at the same time?

Apply analytics and AI capabilities to help predict demand, optimize logistics, reduce waste, and minimize fuel consumption. Explore innovative packaging solutions with recycled materials.

## What role does technology play in delivering exceptional customer experiences?

Empower frontline workers with data and information at their fingertips that help enable them to better represent the brand and deliver exceptional customer experiences.

## How can AI capabilities help drive allocation decisions to enhance retail innovation?

Drive allocation decisions by applying AI capabilities to identify actionable merchandising opportunities across touchpoints. Enhance the customer experience with access to real-time inventory data.

## Powering the connected retail journey

Fashion, grocery, hardlines, and specialty retailers rely on Oracle to anticipate demand, drive engagement, and boost agility from planning to fulfillment and customer insights.

[Start your journey](#)

## Customer success

Oracle Retail is committed to delivering continuous insights and innovation while supporting the connected retail journey. With Oracle retail solutions, your business is covered every step of the way. [Discover how leading retailers are transforming with Oracle.](#)