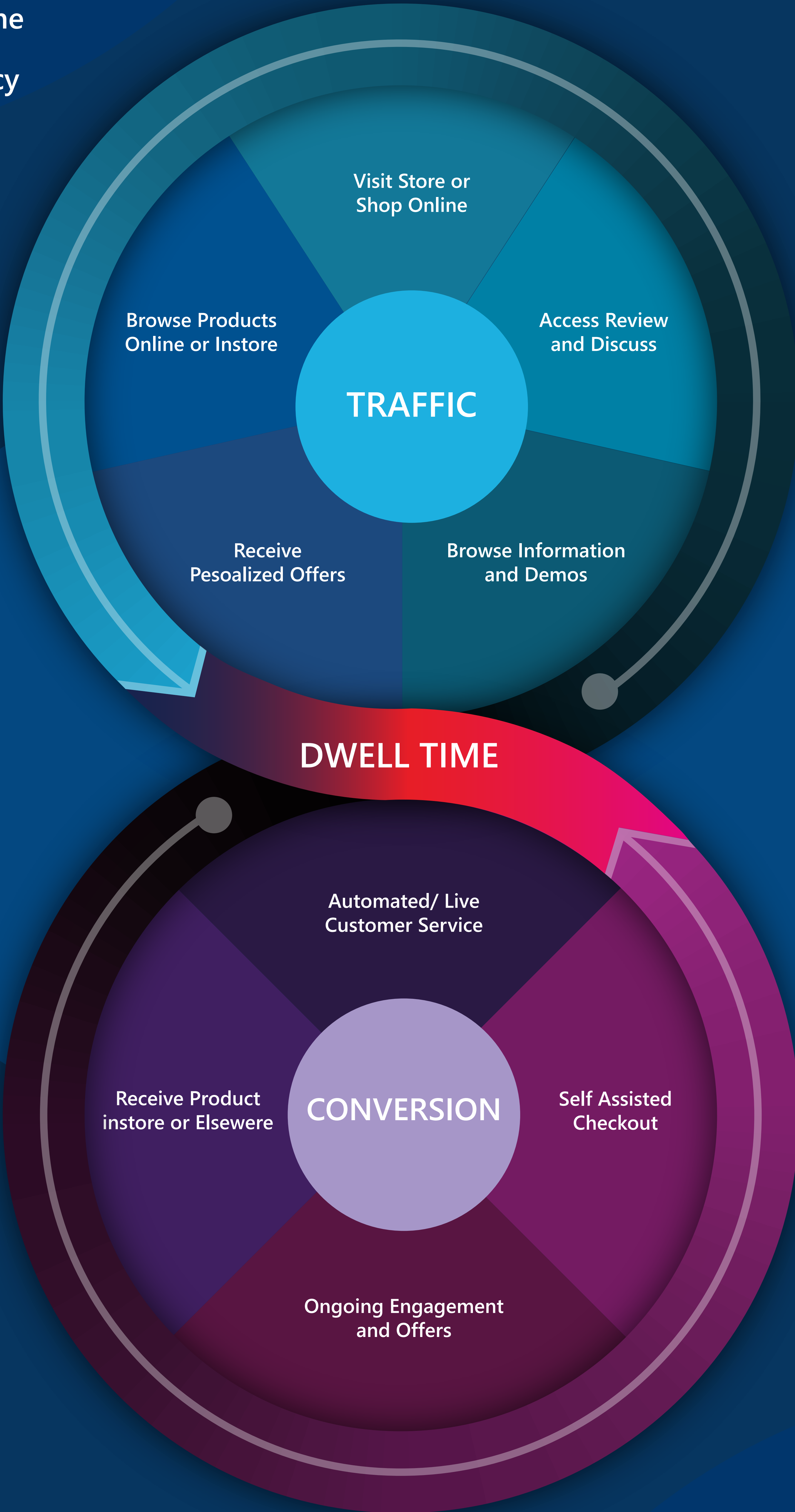


The virtuous cycle of retail

For both on and offline retailers, the virtuous cycle of retail is an integral part of their business. This cycle involves 3 distinct phases:

- Traffic
- Dwell time
- Frequency

However, growing shopper expectations mean the customer’s journey is no longer linear, and retail businesses must embrace digital transformation to ensure their relevancy in the digital age.



To learn how you can meet changing customer demand and evolve supply chains with intelligent retail, visit the [Microsoft Retail Solutions website](#).