

# 26TH ANNUAL CUSTOMER ENGAGEMENT UNIFIED COMMERCE & POS REPORT



As retailer's kick-off 2026, where are they placing their strategic bets to deliver a distinguishing and brand fulfilling customer experience? Retail is always challenging, retailers are wrestling with the best way to navigate a lot of uncertainty, such as unpredictable tariffs, continuing labor challenges, and the best utilization and positioning of AI. Join us as we review retailer's priorities and technology plans for 2026 in our annual customer engagement, unified commerce and POS survey.

## WHAT ARE RETAILER'S TOP PRIORITIES IN 2026



### TOP BUSINESS PRIORITIES

Retailers are heavily focused on digital commerce and customer experience, while keeping an eye on supply chain and operational efficiencies.



### TOP CUSTOMER ENGAGEMENT PRIORITIES

Personalization remains a top priority with a large increase in AI utilization to enhance the customer experience.



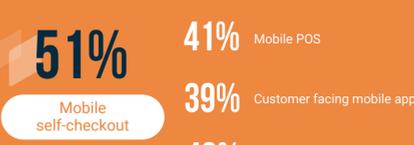
### TOP POS PRIORITIES

Many retailers will be looking at new POS, with mobile in the spotlight, and prioritizing omni-channel integration.



### TOP IN-STORE MOBILE PRIORITIES

Mobile remains important, but the priority is mobile self-service over mobile POS.



## OMS & UNIFIED COMMERCE

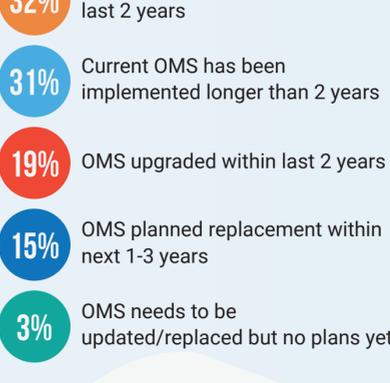
As retailer's are building a better platform for unified commerce, there has been a lot of priority around OMS upgrades and replacements over the last few years. A single centralized OMS offers the advantages of aligning inventory availability and order fulfillment execution in one place. However there remains a lot of siloed OMS implementations, with many retailers utilizing different order management functions across sales channels. A centralized OMS remains an unrealized opportunity for most retailers, as the OMS can serve as the central hub for unified commerce.

OMS HAS REMAINED A BIG PRIORITY, WITH 51% OF RETAILERS HAVING UPGRADED OR REPLACED THEIR OMS IN THE LAST 2 YEARS.

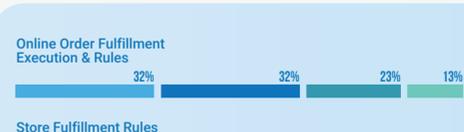
15% OF RETAILERS ARE PLANNING AN OMS REPLACEMENT IN THE NEXT FEW YEARS.

ONLY AROUND A THIRD OF RETAILERS ARE UTILIZING A CENTRALIZED OMS FOR ORDER FULFILLMENT RULES AND EXECUTION ACROSS CHANNELS.

MAJORITY OF RETAILERS STILL HAVE 3 OR MORE SOLUTIONS INVOLVED IN ORDER FULFILLMENT RULES AND EXECUTION ACROSS CHANNELS.



## ORDER ORCHESTRATION & EXECUTION



## SELF SERVICE

Retailers have been prioritizing self-service, with increasing focus on self-service capabilities customers can perform with their own phone. Retailers' success with self-service implementations is trending up, with 38% of retailers indicating that their self-service options are working well, versus 19% last year, but there is still a lot of room for improvement.

## TOP 5 SELF SERVICE CAPABILITIES



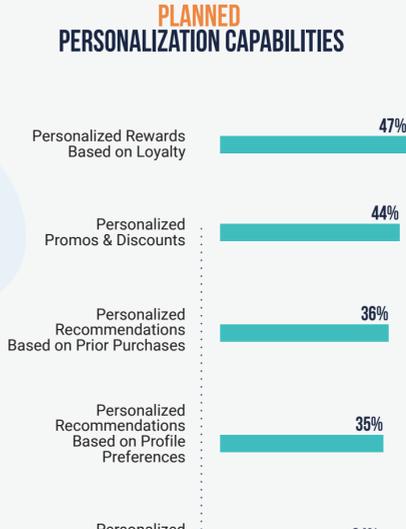
## PERSONALIZATION

Personalizing the customer experience remains retailer's number one customer engagement priority, but of the 72% of retailers that currently have some type of personalization implemented, only 31% feel it is working well.

### CURRENTLY IMPLEMENTED PERSONALIZATION CAPABILITIES



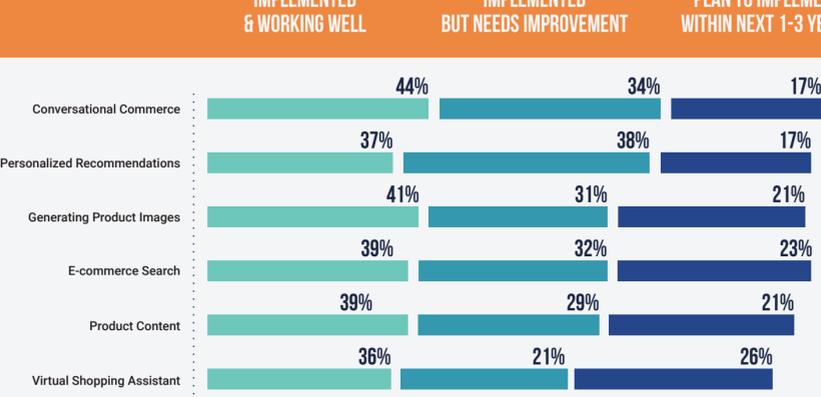
### PLANNED PERSONALIZATION CAPABILITIES



## AI FOR CUSTOMER ENGAGEMENT

Not surprising, most retailers are utilizing AI solutions with rapidly growing focus on conversational commerce, personalization and to generate digital content. Over the last few years, we've seen a rapid acceleration of AI technology and AI solutions are becoming a key enabler of customer experience and personalization. There remains a lot of opportunity to deploy AI to enable unified commerce overall, but success many times comes back to comprehensive and accurate enterprise data. We also expect to see agentic commerce become a big priority as it rapidly evolves over the next couple of years.

IMPLEMENTED & WORKING WELL | IMPLEMENTED BUT NEEDS IMPROVEMENT | PLAN TO IMPLEMENT WITHIN NEXT 1-3 YEARS



## SURVEY SOURCE

RCP conducted an online survey of over 100 retailers in the US in October 2025. The breakdown of retailers is as follows:

