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**-Smart payment**

This is an important step, the result for your entire sales process. That is when the customer decides to purchase and completes payment for the order. Compared to the past, cash was used mainly for buying and selling goods, but now, the development of the internet has led to the formation of smart payment methods. In modern sales, by linking payments through banking apps or through a third party such as Momo, Airpay, Zalo pay, Payoo or nganluong... Customers can pay for orders quickly, safely and conveniently.

Smartening the payment process with technology applications has contributed to creating outstanding changes for business in general and the retail industry in particular.

Surely you also have objective opinions and cannot deny the values that technology brings to make business easier. Thanks to this support, your store or business can operate correctly, limiting errors that arise.

Nowadays, with the rapid development of digital technology, if business owners do not equip themselves with at least one software or supporting technology, their business will definitely fall behind in this fiercely competitive time. paralysis.

Surely in today's modernized lifestyle, each of us is applying technology to our lives. For businesses, the application of technology in business has truly created a new, modern, fast and convenient business trend that helps businesses increase market share, exploit new markets and at the same time leaps in revenue and profits.

**-Shopping in virtual reality**

Advances in new technologies also enable retailers to combine digital with physical to increase consumer engagement and drive brand loyalty.

If in the past, when we shopped online, buyers would not be able to try and check the items they needed to buy with their own eyes, which would invisibly lead to anxiety and hesitation about whether it was worth buying or not. whether the product matches the model or not when purchasing.

But with new interactive technology in virtual reality, customers' online shopping experience will certainly be enhanced. When making a purchase, they can not only view images and videos introducing the product but also receive information about the product. Experience interacting with that product in a virtual environment, try it out, hold it, observe the product you want to buy from many different angles.

Another advantage of updating new technology to interact with virtual reality in online shopping is that users can freely simulate the action of using that product depending on their preferences and daily habits.

ModiFace application is one of the mobile applications capable of helping customers interact with virtual reality, currently being used by many trusted beauty brands. Recently, Modiface also launched a mirror that supports virtual reality. virtual reality. This mirror is enhanced with face tracking and 3D video capabilities, allowing users to directly experience different makeup styles right in the store.

Although many retailers have applied Modiface through online shopping, recently some other retailers have started using this new technology to create interesting experiences for customers who come to buy products. products at the store. Indeed, in an era where everyone sells everything, retail businesses themselves also need to be more dynamic, actively updating new technology to create a difference compared to competitors in the same industry. New technology will be the door of opportunity to support businesses and customers in creating unique and interesting shopping methods, bringing many positive meanings for consumers to comfortably interact with brands. , increasing product usage experience.

**-Machine Learning predicts customer needs**

Machine learning (ML) is a branch of artificial intelligence (AI), a field of research that allows computers to improve themselves based on training data or experience. experience (what has been learned). Machine learning can predict or make decisions on its own without needing to be specifically programmed.

COVID-19 has dramatically changed customer needs in the retail sector. Anticipating future customer needs and making the most of these changes is a key factor in maintaining a leading position in the industry.

In particular, data is essential for that demand forecasting process. By using ML, customer demand forecasting becomes fundamentally more accurate. These enhancements improve automated demand forecasting, inventory planning, relationship management for both customers and suppliers, logistics, manufacturing and marketing.

ML-based demand forecasting approaches are much more flexible and easier to put into practice than their traditional counterparts. Because machine learning can be deployed much faster, it can better respond to customer demand trends.

ML brings a lot of value to smart retail, as it helps prevent over-inventory, reduces warehouse and logistics costs, also reduces negative environmental impacts and supports consumption and production. lasting .

Famous companies like Amazon, American Eagle Outfitters, Asos, and Macy’s used machine learning in 2020 with great success. In particular, Amazon takes advantage of demand forecasting's potential, using it to make its systems and supply more efficient to meet changing customer demand.

Demand forecasts during the pandemic will remain relevant even after the pandemic ends. As customer behavior and relationships with new shopping technologies took incredible new strides throughout 2020, analysts believe the retail landscape will change in the near future.