NEWS RELEASE

Fast Company Features Insight from Signet's Chief Digital Officer

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Signet's Chief Digital Officer, Rebecca Wooters, **wrote for Fast Company** about the critical role human interaction plays in digital shopping. Here is a brief summary of Rebecca's insights:

In the ever-changing landscape of e-commerce, human involvement remains paramount. Whether consumers start their journey online or in-store, the presence of someone to answer their questions is invaluable. The future of shopping revolves around personalization, with customers expecting companies to understand their unique needs. While technology-driven innovations experience offer convenience, they often lack the personal touch and human connection that customers desire. For retailers, digital experiences should enhance the human element, not replace it.

Read the article.