BEYOND THE BASKET
Start the next phase of your digital CX journey

NICE

BUILDING RESILIENCE WITH DIGITAL CX

Today, retailers face a myriad of pressures: increased competition, changing consumer behaviour, spiralling operational costs, and job shortages.

When competing in an increasingly unpredictable market leveraging the right technology to improve CX is paramount.

According to McKinsey & Company[1], retailers with a strong emphasis on digital, omnichannel and customer experience (CX) are more resilient. And those that prioritise CX are less exposed to economic downturns— delivering three times higher returns for shareholders on average.

The traditional approach to CX no longer hits the mark. A frictionless data-driven, digital-first approach to CX is long overdue.

1. Future of CX, Mckinsey & Company, 2021
2. Digital-First Customer Experience Report, NICE, 2022
3. December Collapse Completes Online Retail's Lowest Ever Growth, IMRG, 2023
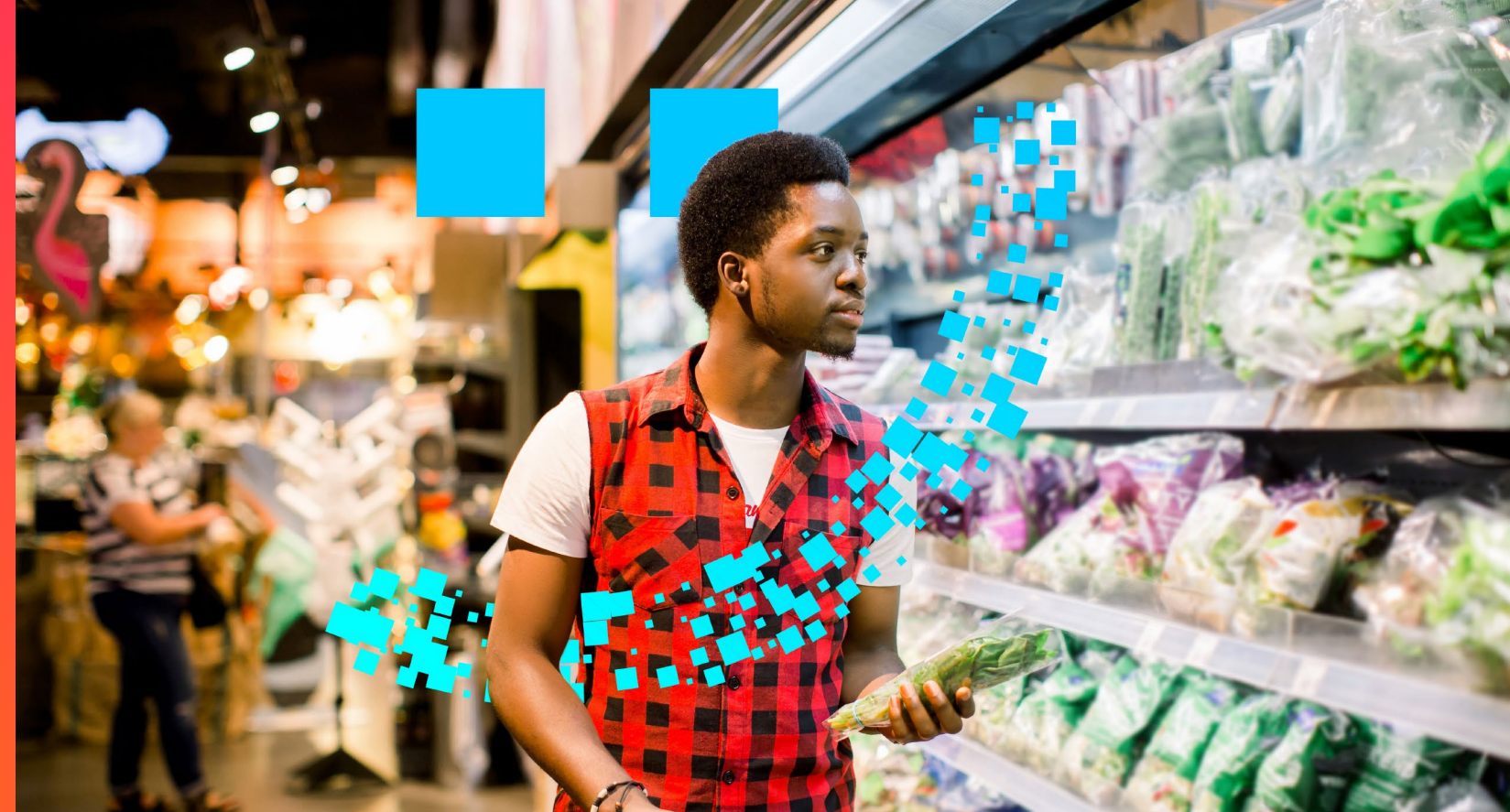
#1 UNDERPERFORMING DIGITAL CX

The customer journey has changed. While 80% of customers now turn to digital self-service options when faced with an issue; only 15% are highly satisfied with the experiences[2]. The reality is channels like email and chat still fail to meet shopper's rising expectations, creating an over reliance on voice, and search is often missed completely.

#2 RISING COSTS AND FALLING CONVERSION RATES

Shoppers are buying less and contact centres are costing more. The average basket value for online shoppers has increased from £121 in 2021 to £134 in 2022[3]. As a result, conversion rates plummeted. Safeguarding margins should mean reducing costs while maximising agent productivity. For this, automation is key.

#3 COMPLEX SUPPLY CHAINS

From delayed shipments to stock issues, few retailers able to proactively communicate with customers due to the highly complex supply chain. As a result, surging inbound volumes are putting the contact centre under unnecessary pressure, preventing retailers from engaging shoppers across the entire customer journey.

#4 HIGH AGENT TURNOVER

While the demand for digital self-service is high, having a team of empathetic agents prepared to handle customer resolution in quick and helpful ways is unbeatable. Yet, talent shortages are make finding – and keeping – the right people difficult. Equipped with the right knowledge, tools and training, agents feel motivated and empowered to offer the best possible experiences.

Meeting Customers at their Digital Doorstep

34% of UK consumers are willing to pay more for an excellent customer service. **This has risen by almost 10% over the last two years**

(Statista)

EXPANDING DIGITAL CHANNELS

Shoppers expect retailers to be available 24/7 on the channels they prefer. However, it is no longer good enough to just be visible on these channels. Retailers today must be in every customer pocket, ready to reactively and proactively respond to every need.

CXone is the only platform that serves 30+ digital channels – search, voice, email, SMS, WhatsApp, and more. When partnered with **Conversational AI**, retailers can engage a customer in a single, seamless conversation across the whole of their journey.

This asynchronous communication not only gives customers their time back but can be used to pre-empt and reduce inbound volumes, driving down cost to serve and pressure on the contact centre.

DON'T FORGET SEARCH

Over 80% of consumers turn to Google for customer service support[5]. While some retailers have embraced search strategies to serve digital shoppers, many fail to meet customer service demand on this channel, causing friction, and thus frustration, from the first digital touchpoint.

MAKE CUSTOMERS FEEL SEEN & HEARD

Offering personalised experiences is nothing new for retailers. Yet, addressing customers by name and rewarding their loyalty is now seen as the bare minimum. Instead, Intelligent Routing allows retailers to make customers feel heard by analysing both their needs and tone of voice – to identify emotional state - before pairing them with the agent most skilled for the interaction.

5. Digital-First Customer Experience Report, NICE, 2022

USE CASE: LEVERAGING SEARCH FOR RETURNS

During peak season, many shoppers are on the hunt for return and exchange information. Rather than directing customers to the contact centre, **Knowledge Management** enables retailers to optimise this information in search, ensuring it is available on page one for key questions, phases, and terms.

CASE STUDY: BRING YOUR OWN CHANNEL

As a comprehensive digital presence becomes more commonplace, the most successful retailers are looking outside of their traditional channels.

For example, a NICE retail customer integrated Trustpilot into its omnichannel approach with **CXone**.

As part of a wider priority to increase Trustpilot scores, the retailer encouraged positive reviews across the customer journey, and simultaneously used review data as part of other interactions. In this way, channels traditionally used for feedback and loyalty can be repurposed as powerful sales tools.

WHERE IS
MY ORDER?

In retail, the average customer journey is rich with useful data: buying histories, tastes and preferences. But this data is only as impactful if it is complete, accessible and supported by the right data-driven strategy and technologies.

75% of consumers are more likely to buy from a retailer that **recognises them by name**

(Accenture)

HELP CUSTOMERS SELF-SERVE

Because of the speed of digital, customers have zero patience when looking for help with purchases, returns, exchanges, or faulty items. Today, four in five customers want more self-service options, but they also want these options to be smarter.

REPLICATE THE IN-STORE EXPERIENCE

Automation allows retailers to scale at cost and engage with shoppers showing signs of frustration, providing that in-store experience by proactively offering assistance. In addition, **Conversational AI** can offer intuitive, personal experiences that guide customers through virtual appointments and digital browsing.

MOVE FROM REACTIVE TO PROACTIVE

Engaging customers in proactive conversation at the right moment not only ensures a superior CX but also helps to take the inbound pressure off digital channels that are growing in volume. For example, proactively sending an SMS addressing the location of an order can significantly reduce inbound enquires and boost CSAT.

Retailers can take a proactive approach when dealing with basket abandonment. If data is analysed properly, retailers can immediately access actionable insights like the best date, time and channel for follow-ups after abandonment. The retailer can also use information like how many items are in stock to help boost sales.

6. Digital-First Customer Experience Report, NICE, 2022

A comprehensive platform like **NICE CXone** brings all channels together, including voice, chat, email, social media and more.

Retailers can surface this data and use it to bring rich personalisation, smarter self-service and a frictionless journey to CX.

With **Self-Service Analytics**, no guesswork is needed. Retailers are able to automatically identify friction points in the journey and course correct: Reducing customer friction, lowering cost-of-service and improving digital containment.

CASE STUDY: VERA BRADLEY ACHIEVES FRICTIONLESS CX

- Decreased time required for managers to create reports by 97%
- Reduced call abandonment by 75%
- Increased employee engagement by 15%
- Reduced agent attrition by 10%
- Boosted productivity by over 10%
- Increased Net Promoter Score® by 2.7% in one year
- Grew CSAT by 3 points in one year
- Saved $60,000 in payroll cost
- Reduced workforce by three FTEs

CONNECTING WITH CUSTOMERS
EFFECTIVELY

Agents are key to connecting with customers on a human level, offering a level of empathy that technology today cannot. But the job of a contact centre agent has become harder.

■ SET AGENTS UP FOR SUCCESS

Agents are rarely empowered to help the customer without getting a manager involved. Thankfully, there is no shortage of solutions that help agents to connect the dots and take back control.

■ SUPPORT AGENT GROWTH

Providing the support to grow is a vital component in empowering agents to be their best.

Meet agents' desire for continual learning and self-improvement with things like on-demand learning modules, self-assessments and personalised content that's tailored to their preferred learning methods.

■ SCALE SUPPORT AND REDUCE PRESSURE

Agent retention is a challenge for retailers. This becomes an even bigger issue during busy periods. The good news is, with the right technology, retailers are able to scale their customer care operations – either in a temporary or remote capacity.

☐ CASE STUDY: UTILISING STORE STAFF DURING PEAK PERIODS

A retail customer recently engaged NICE to help utilise its store staff during peak periods. By adopting **CXone**, the retailer was able to set-up a temporary contact centre in-store to support with non-complex customer interactions. Shop floor staff were able to bid on shifts for taking calls, emails and chats in that time.

With **Real-Time Coaching and Guidance**, agents are reminded to build rapport and encouraged to actively listen, which enables them to deliver a service that increases satisfaction and strengthens loyalty.

Automation Finder can help eliminate redundant tasks for agents. With a click of a button, retailers can seamlessly convert process sequences into active automation flows. This helps to sustainable ROI as the automated processes are selected based on AI-driven data collection, analysis and recommendation.

Tools like **Mobile Scheduling** can help agents feel more autonomy, agency, and control over their work experiences—thus, improving retention.

HOW NICE CAN HELP

From rising costs to evolving consumer expectations, the retail industry is undoubtably facing a number of pressures outside of its control. But customer experience need not be one of them.

Our market leading CXone platform, and comprehensive suite of best-of-breed solutions including Workforce Engagement Management (WEM), Voice of the Customer (VoC), and Robotic Process Automation (RPA), are underpinned by NICE Enlighten AI – ensuring that data is at the core of everything we do.

Our focus on improving Customer Experience Interactions (CXi) means you can meet people at the start of their journey, then guide them every step of the way to resolution, seamlessly switching through multiple channels with context and clarity.

■ CONNECTED

Remove complicated communications and reach consumers everywhere with 30 digital entry points, including in-app messaging.

Make use of intelligent proactive outreach to drive digital retention and improve the success rate of interactions such as booking deliveries, returns or exchanges.
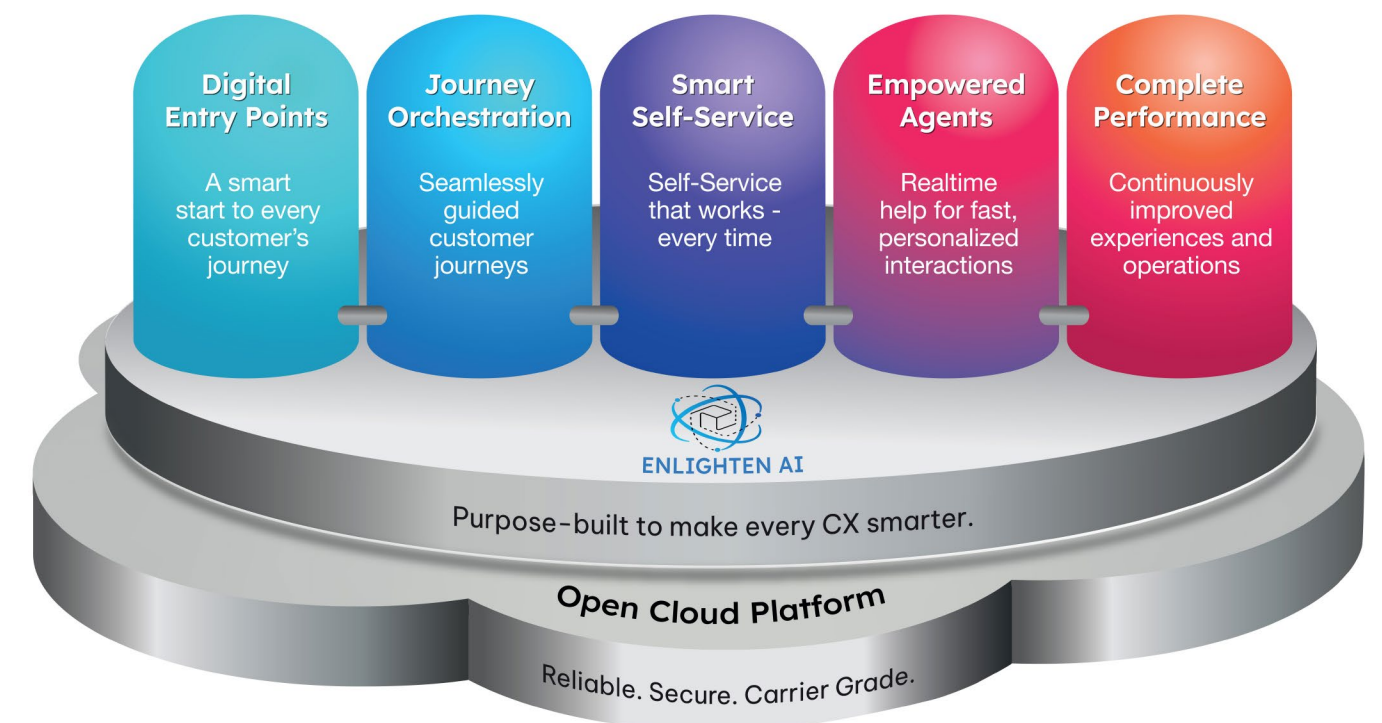
■ INTELLIGENT

Equip customers with relevant, useful information from the moment they begin to engage with you, wherever that happens to be.

Provide interactive assistance, smart guidance, and real-time advice through self-service. And intelligently route requests that do require an agent to reduce costs and minimise friction.

■ COMPLETE

Understand how and why your consumers are contacting you with Enlighten AI. We'll make it easy to highlight gaps in knowledge and causes of friction.

Get a complete view of customer feedback using holistic reporting, including customer sentiment and CSAT results.

Digital Entry Points
A smart start to every customer's journey

Journey Orchestration
Seamlessly guided customer journeys

Smart Self-Service
Self-Service that works - every time

Empowered Agents
Realtime help for fast, personalized interactions

Complete Performance
Continuously improved experiences and operations

ENLIGHTEN AI

Purpose-built to make every CX smarter.

Open Cloud Platform

Reliable. Secure. Carrier Grade.

GO BEYOND
THE BASKET
WITH NICE

Throughout this eBook, we've discussed the challenges facing retailers, and how a digital, data-driven CX approach can help to create opportunities.
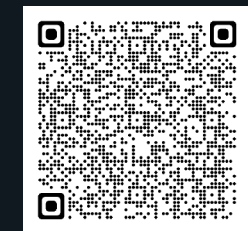
Now, it's time to find out how we can help you. Contact us to discuss how you can compete on customer experience and better serve shoppers and agents.
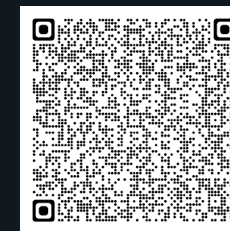
WATCH A
DEMO
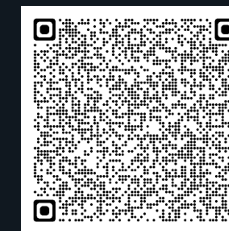
LISTEN TO
THE EXPERTS

VISIT OUR
WEBSITE

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