

RETAILER PLAYBOOK

# FOR IMPROVING CX WITH AN AI-DRIVEN SOLUTION



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## MEETING STAFFING NEEDS DOESN'T HAVE TO BE A CHALLENGE

Scaling, training and onboarding staff is becoming more challenging — and planning for peak seasons is exponentially more difficult. Labor shortages make it hard to find enough staff, turnover is increasing and those available to work want higher wages. Plus, inflation, rising costs and inventory challenges are putting pressure on retailers' profits.

To counter these trends, leaders need to find efficiencies within their departments. Recently, retailers have been turning to digital solutions like artificial intelligence (AI)-driven chatbots to improve experiences while achieving greater efficiencies. This type of solution helps by deflecting calls to reduce the number of agents required and to ensure those agents perform highly valuable work.

When consumer spending slows, companies often depend on their most valuable customer segments to continue to drive performance for their business. In times like this, it's critical to treat high-value customers in a way that satisfies them and makes them feel heard and understood. Great customer service is the cornerstone of brand loyalty and must evolve with the needs of customers.



With so many challenges weighing on retailers, it might seem nearly impossible to manage the ebb and flow of employees, especially in peak seasons. But retailers can find the answer with strong digital capabilities that lead to customer self-service and empowered agents.

When you combine digital technologies such as AI-driven chatbots, identity resolution, journey mapping and a unified customer experience (CX) platform, you can provide a superior experience that predicts customers' needs, proactively engages them and offers speedy resolutions.



## Differentiate your customer experience with empathy

- **LISTEN** to what the customer needs
- **UNDERSTAND** their intent through their behaviors and interactions
- **ACT** to resolve customer inquiries and needs
- **LEARN** to get better with every interaction

Building a better digital experience doesn't just benefit your customers. Deflecting routine tasks toward self-service digital options means agents spend more time on higher-value tasks. That increases employee satisfaction and improves the quality of their interactions with customers. When you improve customer and employee experiences together, you'll see greater gains in both than you could when focused on either one alone. In this playbook, we'll show you how to do it.





## EMPOWER CONSUMERS WITH SELF-SERVICE

More than ever before, consumers prefer to resolve issues on their own. As a result, almost half of retail CX leaders said improving efficiency through superior customer self-service is a top priority. Self-service software can help with call deflection, while improving satisfaction by reducing the customer effort required to find answers to pressing questions.



## USE KNOWLEDGE REPOSITORIES TO SPEED EFFICIENCY

To prepare for peak seasons, retailers also need to quickly onboard agents and create a work environment that increases job satisfaction to reduce turnover. Not only can AI-powered software seamlessly transition to an agent across channels when live chat is needed, it can keep working in the background to supply the agent with valuable information from the knowledge base as they're interacting with the customer. That helps keep costs low, scales faster, speeds onboarding and relieves agent stress — ultimately leading to less turnover.

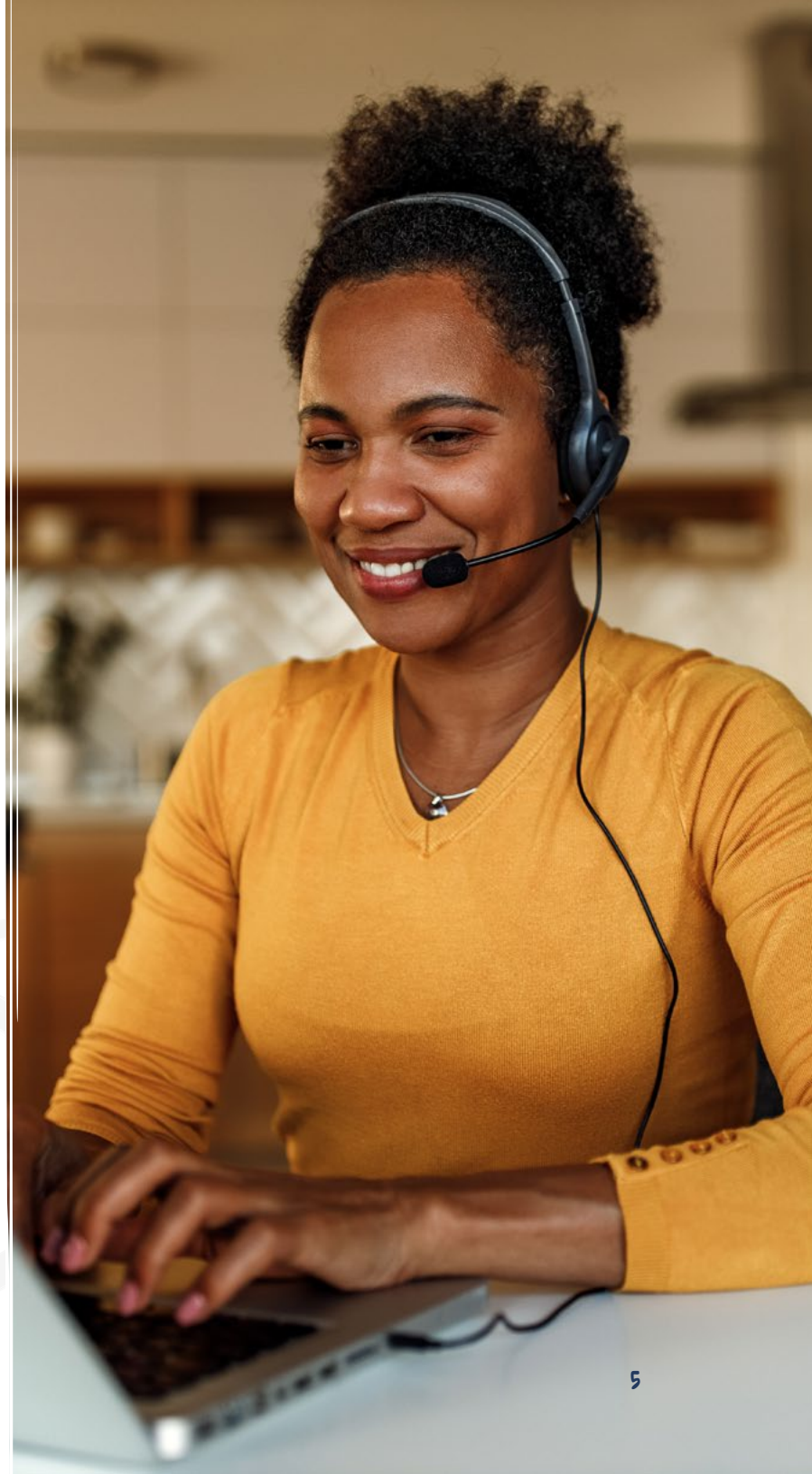
For instance, AI-powered Genesys software supports Electrolux agents in the UK by providing real-time guidance to the agent with knowledge articles through a connected omnichannel platform. This allows all customer engagement data to move with the customer on their journey and across channels.



“This increases the ability for the agents to answer consumer questions and solve technical issues directly with the consumer by phone, reducing the number of needed service visits. This is expected to reduce service visit costs by 2% on an annual basis for the UK market.”

**HARALD NIELS VAN DRIEL**

Business Transformation Manager Consumer Channels AI,  
Omnichannel and VOC at Electrolux





## DEPLOY AI-POWERED CHATBOTS FOR PROACTIVE SELF-SERVICE

AI-driven chatbots have powers basic bots don't. With conversational AI, bots can understand and resolve a growing number of issues with natural language. And because the AI understands customer intent, bots can proactively engage with the right information at the right moment based on customers' behavior. Retailers can use that power to provide promotions, product recommendations and up-sells that lead to lower site abandonment and higher AOVs.

"Intent is understanding what a customer's doing and giving the right recommendation, at the right moment, with the right resource," said Nathalie Thompson, a Product Marketing Manager at Genesys.

For instance, instead of a basic bot asking, "How can I help?" an AI-powered chatbot can identify what a customer is searching for based on history and what the customer is currently doing on the site. "The chatbot can see where the customer is struggling and proactively ask if they need help with what size to order or other issues," added Thompson.

Using AI-driven chatbots allows agents to spend less time handling simple queries and more on complex customer issues. This is especially helpful when peak season drastically increases the number of customer interactions with your business.





## HELP EVERY AGENT **PERFORM** **AT THEIR BEST**

Agents want to do good work and resolve customer issues quickly and satisfactorily, but to do that they need to be empowered with the right data to help them know customers better and quickly aid them in the right way.

## USE DATA TO ADDRESS EACH CUSTOMER'S **UNIQUE EXPERIENCE**

Agents who can access the right insight at the right time are the most capable of creating excellent customer experiences. An agent workspace that balances usability and customization with rich data and insights can reduce complexity and maximize results.

## KNOW YOUR CUSTOMERS

It's critical to be able to see where your customer has been and what they've done on previous visits — and use those insights to predict the best way to serve them. As customers interact with your chatbot, agents and content on different channels, they leave clues about who they are and what they want. When you link these clues and identities across all channels and CRM platforms, you can provide the whole picture of the customer to agents.

With the right information you can proactively reach out to your customers and engage with them in the moments that matter. When you offer help, you increase the time they engage with your brand. And if you are there to make a perfectly timed offer, you increase the chances of converting the sale. You also develop the kind of trust that builds loyalty.

When your customer does need additional help, it's important to pair them with the right agent for the task — the first time. Use the clues you have about the customer — such as who they are and what they want to achieve — to automatically direct them to the agent most qualified to assist. That saves everyone time and money.







## SCALE INSTANTLY

One of the biggest challenges during a peak season for retailers is rapidly scaling human support. Everything from finding and hiring to training and keeping agents can be a challenge.

With the right digital technology, retailers can scale instantly without adding a lot of staff. For the additional staff that's needed, this digital-plus-human strategy can help reduce operational costs and the expense to hire and onboard.

For instance, in a scenario not much different from peak season, the largest UK consumer co-operative, the [Co-op Group](#), experienced a surge in traffic to its service center during the COVID-19 pandemic. The retailer efficiently

absorbed a 700% rise in social media activity and over 15,000 additional complaints from customers worried about social distancing.

"The Genesys platform enabled us to keep service levels unaffected pretty much throughout, with answer rates at 93% against our normal 95% target," said Claire Carroll, Head of Sales and Service at the Co-op Group. "The user interface was easy to get the hang of, so our advisers could focus 100% on the interaction, rather than stressing about new technology."

Having a unified CX platform with an AI-powered knowledge base, such as the one Co-op Group implemented, can also help agents act faster by providing them with all the information they need in a single platform.

TechStyleOS transformed its global contact centers, gaining the customization it needed quickly and cost-effectively. The retailer gained real-time visibility into performance KPIs, flexibility to handle retail peaks, and the ability to build and embed custom solutions and AI seamlessly. They also onboarded new agents in 45 minutes because of a unified CX platform.

### Scale faster with a unified CX platform

**45 MINUTES**

to onboard new agents

**15,000**

new interactions absorbed  
without affecting service levels



“With Genesys Cloud CX, we have a tool which we can rely upon to support our inventive, enterprising approach to customer service and which natively fits with our ambitions to be constantly evolving and improving.”

**JACK ROBERTS**

Director, GMS Technology & Applications, TechStyleOS







## EXTEND YOUR CUSTOMER SERVICE TEAM TO IN-STORE ASSOCIATES

The blurred shopping behavior across in-store and online extends to how people expect to be served and have their queries resolved. Empowering your in-store associates with the same knowledge base as the dedicated customer service agents extends the size of the customer service team and allows consumers to get the answers they need at the location or channel of their choice.

“Having technology that can pass intent, understanding and learning through the platform in order to trigger engagement or pass information and knowledge of what a customer was looking for shows the customer you understand them,” said Thompson. “It allows you to create a seamless journey where either an in-store associate or a customer service agent can step in right where AI and other systems left off.”

This type of seamless integration between technology, your employees and your customers allows your brand to deliver excellent experiences with consistent information and positive interactions.

“The right technology helps retailers better understand customers and build relationships,” said Thompson. “It shifts the focus from business-centric to customer-centric by giving brands the ability to listen, understand and learn.” Plus, it’s much easier for employees to do their jobs well when they can access the right information when it’s needed. And, as Thompson noted, “Happy employees deliver better service.”

# INCREASE JOB SATISFACTION AND RETENTION

Improving agents' employee experience by allowing remote work, speeding onboarding, and making it easier and less stressful to answer calls boosts agent job satisfaction, which reduces turnover.

Using technology such as a Smart Advisor, which can feed messages to agents in real time based on what the visitor is asking in the chat, can significantly reduce stress and speed answer times. It can also provide important support to agents working remotely who can't look across the cubicle for help. Additionally, a unified platform that connects the customer experience and the work experience with a single dashboard makes it easier and faster for agents to respond.

At [3 Denmark](#), a Danish telecom company, having an omnichannel unified platform has helped to keep turnover low. "Our agents no longer waste time logging in and out of different systems," said Jonas Kristensen, Business Optimization Manager at 3 Denmark. "This helped us achieve a 20% reduction in handle time and 10% rise in productivity. Task blending has also increased agent satisfaction. In addition, new hires can be trained and onboarded much quicker than before."

Twiddy & Company has had similar results. "The system can use data to make those decisions for us ... and it enables us to use people for what they're meant for, so more of a personalized experience and actually doing meaningful work rather than repetitive tasks that nobody likes to do," said Chief Information Officer Blake Stockslager.



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**BLAKE STOCKSLAGER**

Chief Information Officer, Twiddy & Company





## POWER YOUR PEAKS – AND YOUR VALLEYS – **WITH THE WINNING COMBO OF DIGITAL PLUS HUMAN**

Scaling for peak seasons can be extremely stressful, but it doesn't have to be. When you use the right combination of digital technology and human touch, your customers have a better experience, your agents are happier and more productive, and you can handle increased service volumes without increasing staffing at an equal scale.

**Make every peak — and every valley — a better experience for everyone.**



Every year, Genesys® orchestrates more than 70 billion remarkable customer experiences for organizations in more than 100 countries. Through the power of our cloud, digital and AI technologies, organizations can realize Experience as a Service®, our vision for empathetic customer experiences at scale. With Genesys, organizations have the power to deliver proactive, predictive, and hyper-personalized experiences to deepen their customer connection across every marketing, sales and service moment on any channel, while also improving employee productivity and engagement. By transforming back-office technology into a modern revenue velocity engine, Genesys enables true intimacy at scale to foster customer trust and loyalty.

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