

Your four-step journey to achieve customer experience excellence in retail in a post-COVID-19 world

Retail is directly affected by customers' demands more than any other industry. Shoppers demand more choice, flexibility, mobility and lower prices. They also make buying decisions at any time on the customer journey, which makes omnichannel essential to provide a seamless, consistent experience across all channels, on every device and even in person.

Moving forward, and with COVID-19 being a key business driver for retailers for the time being at least, retailers will need to adapt. It will still be necessary to have a single view of customers and operations, to power a customer-centric approach. But the in-store personalized experience that drives loyalty and sales will need to change. And retailers will need to provide even more flexibility, with omnichannel powering that.


1 Strengthen your digital presence and grow online sales

High-end mobile and web shopping experiences are the key to growing online sales. The customer experience is powered by responsive websites, fast-loading web pages, e-commerce platform availability and scalability.

 Global retail e-commerce sales grew 23.8% in 2018 and will continue to increase market share beyond 2021¹


2 Get closer to customers and improve loyalty

Omnichannel contact centers using chatbots and speech recognition technology empower retailers to interact with customers via their behavior and preferences.

 Chatbots will power 85% of all customer service interactions by the year 2020²


3 Unlock hidden customer insights

Customer-centric data helps you build a hyper-personalized customer experience and is the key to unlocking new levels of understanding of consumers' behavioral habits and driving revenue.

 81% of retailers say they gather shopper insights and 76% consider insights to be critical to their performance³

4 Unify online and offline channels

Breaking down silos is a critical part of delivering an outstanding customer experience. Deal with customers in a consistent way online and in-store, and unify back-office and supply-chain functions to deliver what they want.

 Companies with strong omnichannel strategies retain 89% of customers while those with weak ones keep just 33%⁴

