



infobip

SURVIVAL BOOTCAMP

Customer experience in retail

The turbulence seen in 2020 pushed economic uncertainty into full focus for many businesses. To explore how the retail industry has adapted to minimize customer churn and maximize lifetime values, Infobip launched research, in collaboration with CX Network, focused on a panel of retail customer experience experts based in Americas and Europe.



Retail resilience

With 2020 accelerating the digitalization of buying journeys, retailers' migration to digital channels is a crucial competitive differentiator. Ensuring a reliable and relevant shopping experience for customers across digital channels is a core building block to boosting order values and retention rates. Our survey revealed:



Digital

3

working days:

Average reply time to customer complaints on social media



Top tactic for retail resilience:

Website upgrades around stock levels and delivery times



Impact of store closures

58%

are turning to digital in the face of store closures

54%

are worried about the impact of store closures on their business

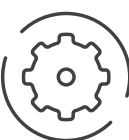
Live chat & chatbot automation:

Live chat was labelled as one of the top three digital survival strategies by retailers. The majority of the retailers surveyed are investing in chatbot automation, so systems can shoulder enquiry volumes to free-up human agents and reduce cost-to-serve rates.



Live chat

- Live chat ranks as one of the five favorite contact channels for retail customers
- Live chat: a vital survival strategy for retailers in the pandemic



Chatbot automation

20%

have intuitive and personalized chatbot automation technologies

“Automated chatbots allow retailers to provide customers with instant access to customer service at scale, helping shoppers quickly get answers about store hours, order status, return policies and more.”

Ryan Creamore, Director Customer Success, Infobip

Agent experience

Frontline staff in retail should be armed with updated information and data to deliver frictionless experiences to customers. As well as improving customer care levels, this improves job satisfaction, agent capability and loyalty. In short, happy agents = happy customers.



Customer support tech

Between 2 and 5 the average amount of customer support applications agents manage

40%

of retailers equip agents with real-time data to inform customer management decisions

25%

of retail agents are not allowed to manage digital channels and calls simultaneously due to service quality concerns



Join our upcoming webinar

To learn more about strengthening resilience through customer experience in retail, join Infobip's upcoming webinar:

Survival bootcamp: customer experience in retail

26TH MAY 5PM BST | 12PM EST

SPEAKERS



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SAVE YOUR SEAT

