

Transform Retail CX with AI



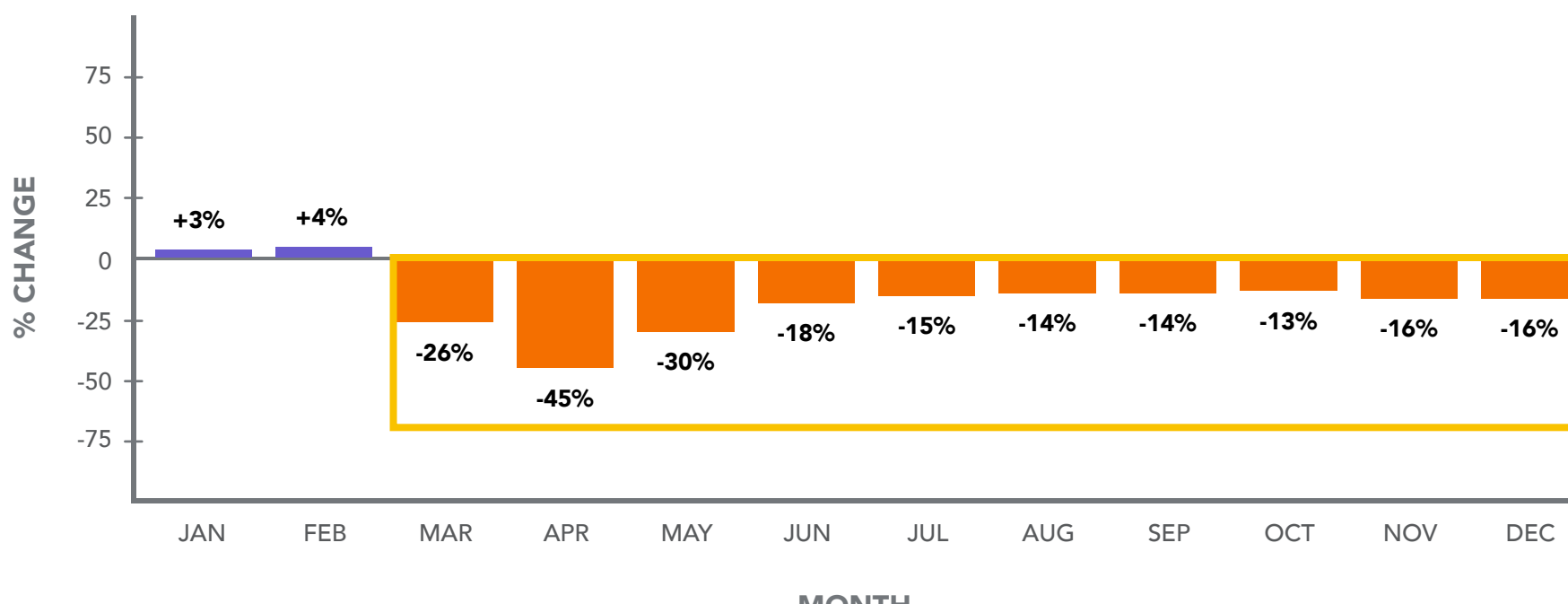
The pandemic shuttered contact centers and forced customers out of stores, onto their phones, and into online queues. Retailers who've embraced AI-powered CX transformation are thriving in the New Normal.

Check out the stats below and then [explore our Retail Industry web page.](#)



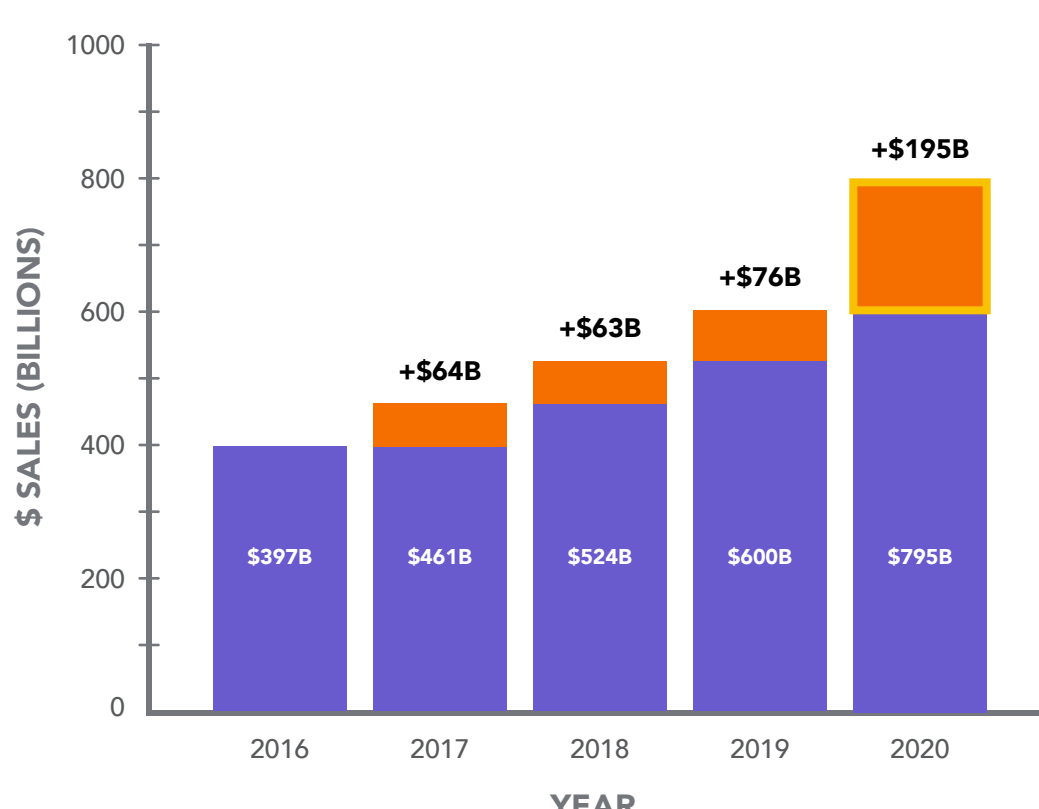
The New Normal

Retail Foot Traffic **Plummeted** in 2020.
Year over year change in monthly retail foot traffic:



Source: Placer.ai

US Retail Ecommerce **Soared** in 2020



Source: eMarketer

“AI investment is particularly important right now[.] By investing more in AI, it could create efficiencies while reacting to customers’ needs more quickly.”

Source: Deloitte, 2021 Retail Industry Outlook



How to Thrive

Increase Web and Digital Presence

This one isn't optional. Providing a robust website with live chat, chatbots, and asynchronous messaging boosts customer satisfaction and loyalty and contains costs.



“In 2020, 42% of US online adults said that it was important for retailers to offer live online chat on their websites, up from 27% in 2019.”

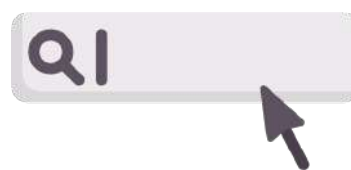
Source: Forrester, The State of Chat in Retail 2021

“Half of consumers said their most preferred starting point for their holiday shopping journey was online search engines or online-only retailers.”

Source: Deloitte, “2020 Deloitte Holiday Retail Survey,” October 2020

Automate Journeys, Increase Self-service

Customers love to self-serve—so long as it's fast, friction-free, and secure.



Build Once, Deploy ... Everywhere

You'll find your customers across devices, channels, and touchpoints. Make sure they see things the same way wherever they go.



Make Life Easier for Agents 3 Ways

Helping your CX agents helps your customers, which helps your agents. Rinse and repeat.

- 1 Automate their workflows
- 2 Provide AI-powered prompts
- 3 Enable the use of interactive visual cards



[24]7.ai Clients in the Real World

What can retailers expect after partnering with [24]7.ai in an AI-powered CX transformation?

Omnichannel global retailer

32% customer contacts moved to digital within 60 days

15% improvement in CSAT rating (to 4.2/5)

86% queries immediately resolved by FAQ answer bot

188% higher volumes handled than projected

Large US consumer technology retailer

300%

growth in digital interactions handled through [24]7 Assist™

290%

year-over-year growth in digital interactions on Black Friday 2020

3X

more concurrent agents in holiday 2020 than in previous year