

THE STATE OF: UK Retail Contact Centres

An Industry Snapshot by Genesys

It's time to embrace the **DIGITAL** future of retail

As the lines blur between online shopping and brick and mortar retailers, and popular high-street brands switch to ecommerce models, customer expectations are changing too. Today, retailers are expected to deliver the same outstanding experiences across all channels – whether digitally or in-store.

We're already seeing a dash to digital in retail, with 42% of customer interactions now digital¹. And social media, web chat and chatbot usage in retail is well above the UK contact centre average (and rising).²

But many retail contact centres aren't evolving fast enough to meet customer demands:

- Nearly two-thirds (65%) of consumers still feel that digital experiences do not exceed expectations.³
- Siloed and unintegrated digital channels remain a key source of customer frustration.⁴

1. Global Contact Centre Benchmarking Report
2. UK Contact Centre Verticals: Retail
3. <https://www.cmocouncil.org/thought-leadership/reports/how-covid-19-has-changed-the-channels-of-engagement>
4. The Future of Customer Experience in Retail
5. <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever>

DID YOU KNOW?

COVID-19 has accelerated these trends.

Following huge social and economic disruption, the development of digital products and service offerings accelerated by **AN AVERAGE OF SEVEN YEARS** in 2020 alone.⁵

THE RISE OF AI - and personalised, empathetic engagement

DID YOU KNOW?

With **AI-POWERED TOOLS**, you can spot possible friction in a customer's journey, and take **PROACTIVE ACTION EXAMPLE** to avoid it.

EXAMPLE: Using predictive engagement, you can spot when a customer is putting multiple sizes of an item in their basket. Instead of the customer buying every size, and having to deal with returns later down the line, you can offer in-the-moment help – so they get the perfect size first time.

Thanks to retail heavyweights like Amazon, your customers expect personalised engagement. But while 95% of retail CFOs ranked personalisation as a top CX strategy, only 23% of consumers believe retailers are succeeding.⁶

So how can AI help? It can:

- Detect customer emotion, stress and sentiment in real-time
- Offer insight into customer intent, and deliver prompts to agents
- Provide contextual information for agents – and post-call evaluation

Arm your agents with the insights they need to deliver personalised engagement built around empathy, on any channel.

Why? Because 86% of consumers say empathy is critical to fostering loyalty and trust.⁷

6. <https://www.mckinsey.com/industries/retail/our-insights/personalizing-the-customer-experience-driving-differentiation-in-retail>
7. <https://www.ipsos.com/en-us/news-polls/pepsi-co-empathy-051420>

OMNICHANNEL is the order of the day

Customers don't want to be confined to a single channel – whether it's a routine task or a complex enquiry, they want to be able to transition across channels and devices seamlessly.

Retailers that crack omnichannel engagement see clear rewards:

- Reduce customer complaints by 55%⁸
- Increase annual revenue by 24% annually⁹
- Fuse online and offline worlds, unlocking upsell opportunities

8. The Future of Customer Experience in Retail
9. The Future of Customer Experience in Retail
10. <https://www.instituteofcustomerservice.com/research-insight/ukcsi/>

DID YOU KNOW?

When using their channel of choice, customers ranked the experience an average **78 OUT OF 100** on the Customer Service Index – compared to just 61 when using a less favoured channel.¹⁰

To learn how Genesys can help you embrace a new era of **AI-POWERED, OMNICHANNEL EXPERIENCES** – and prepare for the digital future of retail – please get in touch today.

ABOUT GENESYS

Every year, Genesys® delivers more than 70 billion remarkable customer experiences for organisations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer moment across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a ServiceSM so organisations of any size can provide true personalisation at scale, interact with empathy and foster customer trust and loyalty. This is enabled by Genesys Cloud™, an all-in-one solution and the world's leading public cloud contact centre platform, designed for rapid innovation, scalability and flexibility.

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