



A GUIDE TO CUSTOMER EXPERIENCE FOR RETAIL



INTRODUCTION

Customer experience is important in any industry, but it's possible to argue it matters the most in retail. The sheer scale of e-commerce brands over the last decade has dramatically increased the need for quality customer experience across the digital retail experience, as well as up-selling, cross-selling, and the ability to handle contentious customers and returns.

The pandemic laid bare a lot of these issues with retail as well. Per McKinsey, we have seen a consolidation of shopping trips: in China, for example, the number of transactions in grocery declined by 30 percent during the pandemic, while the average value per transaction increased by 69 percent. In the United States, e-commerce availability and hygiene considerations are increasing store switching behavior, with 17 percent of consumers shifting away from their primary store. Many customers have also tried new omnichannel models: buy online, pick up in store (BOPIS) grew 28 percent year-over-year in February compared with 18 percent in January, and grocery delivery is up by 57 percent.

McKinsey has similarly proposed that the future of retail CX -- insofar as anyone can see the future, i.e. do you remember life before COVID? -- is focused on five areas:

- Double down on digital,
- Inject innovation into omnichannel
- Transform store operations
- Reimagine the physical network
- Embrace an agile operating model

These are big challenges for some brands, given where they reside on the lifecycle of digital transformation and overall work with customer experience. Outsourcing (or near-shoring, etc.) can definitely help scale the CX efforts of a retail brand. That's the world we inhabit, and that's the world we know best. Since the pandemic began, we've actually helped scale three major retail brands globally.

The good news: it is doable for a brand to globally scale their CX operations and offset a loss of physical retail with a renewed focus on digital experience and best practices for search terms, load speeds, bot deployment, and more. We can help

WHERE TO BEGIN

We know you largely already have fully-dedicated teams for this work, and our goal isn't to insult your intelligence. Rather, we're going to approach this a bit differently. Below is a chart with some of the core questions we've heard from retail organizations over the past five years.

On the left side is the actual question; on the right side is Conectys' capability around that question.

Feel free to use the questions as a guide for what you need internally, and if impressed by the Conectys capabilities, we're always interested in further discussion.

Right now we carry five (5) major financial services brands as clients, but have a goal to carry 8-10 in the next two years. If that seems workable to you, reach out. We can provide client examples of previous work, of course.

Core Question	Conectys Capability
How many years of experience do you have overall?	18.
How many with retail brands?	15.
Have you previously worked with high-growth, global retail clients?	Yes, multiple times. (Case studies and samples upon request.)
Can you provide CX agents with both language fluency and strong customer conversation backgrounds for more complicated customer concerns?	Yes.
Can your systems integrate with ours?	Yes, and we provide a proprietary CRM (ConectysOS) as well, which we are constantly evolving.
Is it possible to only have on-site agents if that's what is required?	Yes.
Can you support social media and WhatsApp for customer concerns/queries?	Yes. While not explicitly financial services, we are currently doing this for the EU on a large project.
If we have a small volume of tickets, can you still offer a dedicated team?	We can, although in a situation with small ticket volume, we prefer to add volume through KYC, fraud checks, back-office, and additional activities.
Can you do 24/7 omnichannel?	Yes, although this is becoming less of a preferred industry term.
Can you support aggressive ramping up and down based on seasonality or demand?	Yes. In fact, that's one of our biggest competitive advantages.
Can you supply all necessary tools and systems?	Yes.
Can you offer more digital solutions i.e. RPA, chatbots, bespoke automation?	Yes.
Will the agent environment be fully separate from other clients and sterile?	Yes, we coordinate that.
Are you open to client audits?	Absolutely.
Will agents feel comfortable giving feedback and advice to product, sales, and marketing to better their performance, based on what customers are saying?	We train our agents to do exactly this.
Can you do insourced, where you provide the resources but your agents work at our physical location?	Yes, we can coordinate that type of work.



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