Retail

Agility became the go-to strategy when the world went topsy-turvy in 2020, but the truth is that retailers were already being challenged to be more nimble. Customers have long been seeking better online experiences, looking for retailers to connect with them on the platforms they use, and driving companies to devote resources into every corner of their customer experience.

Then along came the pandemic. And lightning-fast changes in how customers shopped, how employees worked, and ultimately, how retailers did business.
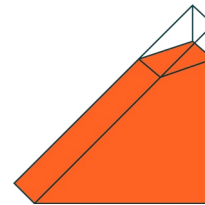
Setting your business up for success, no matter what comes next, starts with becoming more responsive to customer needs. Agility can help establish CX as your competitive advantage, not just for the next crisis, but for every year and decade to come.

95% of retail leaders report that making changes to customer service is challenging
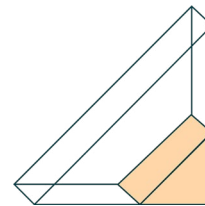
What is agility?

Agility is a business' ability to respond to changing conditions quickly, make change easier to manage, and turn change into opportunities to better connect with customers.

To become more agile, retailers need to:

- Make it easier to hear what customers are saying
- Design teams to stay productive through change
- Invest in flexible technology that supports CX goals

21% ticket volume increase retailers saw vs. Q1 2020

Make it easier to hear what customers are saying

If you're a retailer, it should be easy for your customers to connect with you. 78 percent of agents at retail companies say they use more than one channel to communicate with customers during a given day. But it doesn't stop there.

Making sense of customer feedback and data, and ensuring that information is visible across teams in one easy-to-access place is a key step to improving customer experience. Unfortunately, 34 percent of these agents say their single view of the customer could be improved.

Design your teams to stay productive through change

Collaboration remains a trouble spot for most retailers, especially with remote teams. 59 percent of agents at retail companies say that since the start of the pandemic, it takes more effort to collaborate with teams outside of customer service. And that's a missed opportunity, since 60 percent believe that more collaboration would help them be more effective.

Knowledge sharing is an important step. When ticket volume increased, 73 percent of companies with the best CX metrics added help center articles. That's 2.2 times more than their under-performing peers. And automation can also help teams scale smartly. 26 percent of retailers say they are adding or expanding AI or ML capabilities.

Invest in flexible technology that supports your CX goals

Any tech investment is a large one. Retailers should be looking for a CX solution that plays nicely with others. Ideally you'll want an open, flexible platform that works out of the box, but can be easily reconfigured to suit your needs. Luckily, 42 percent of retailers expect their technology budget to increase, with 5 percent expecting an increase of more than 25 percent.

With retailers already planning their budgets and teams with agility in mind, it's essential to build up an omnichannel support strategy. That means embracing messaging, adding apps and integrations to augment the experience, and deploying automations and AI to streamline the process wherever possible.

Ready to take your agility training to the next level?

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