## The Customer Experience value in Retail

Only 18.4% of retailers say they have an optimized or well advanced CX strategy; with a further further 70.8% is in progress or developing.



49.2% of retailers consider CX a primary differentiator.



Only 7.9% say CX value is fully defined and tracked.



Retailers that treat CX as a primary differentiator experience beneficial results and an average of 21.9% of their customers being promoters of their brand



Retail organizations are still failing to provide on-demand and personalized engagements

Explore 4

core insights

in retail to achieve a connected and effortless experience



Be personal and proactive. Harness data to act.

4.8%

Only 4.8% of retail organizations can proactively personalize customer experiences, which is about a third of the figure for all sectors.

Just 17.9% of retail organizations have enterprise-wide CX analytics in place to interpret buying trends and CX usage patterns.

55.3%

Retail organizations are more likely to use social media for complete customer service. 55.3% are providing full customer service support via social media.

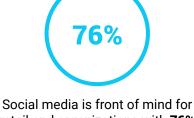
Show that you understand your customers by giving them personalized offers and experiences based on what they value.



Great CX is the result of focus and design, not



to use social media for complete customer service. 55.3% are providing full customer service support via social media.



retail and organizations with 76% supporting social media interaction.



experience as a top three benefit of Al and robotic process automation.

journey, not technology availability.

optimized CX ecosystem

Add value to your customers through data-driven design. It's about the customer





five (18.7%) now proactive and growth-orientated; another half (58.0%) are open to change.



decision-making. In the retail sector, just 41.7% of organizations' CX teams are independently responsible or fully involved at the design stage in technology decision-making. Connected customer experiences rely on adaptive structures,

CX teams and technology



say that more AI, robotics and digital programming skills will be needed in the next two years.

Retail organizations recognize

the need for AI and robotics skills

in their organization. 82.1

To remain relevant in this complex,

enabling your people and aligning your technology.

changing environment, you need to...

Lead with CX strategy



Personalize experience



Automate intelligence ...to create more value for your customers and business



Get the Retail Executive Guide to the 2020 Global

**Customer Experience Benchmarking Report.** 

Get your guide here

**ess** Retail Customer Experience Readiness against your peers **here** 





