



CRITICAL SUCCESS FACTORS TO FAST- TRACK GROWTH

Building an exceptional retail
customer experience

probe
NEXT GENERATION DRIVEN



While the customer may not always be right in every case, the customer must always be considered at every stage of a retail business's journey, particularly to identify and evaluate growth opportunities.

Maintaining good customer relationships is essential to a company's success, and customer loyalty is an increasingly valuable asset, especially as competition for market share becomes fiercer in the retail sector. Part of building and strengthening customer relationships is ensuring every customer interaction is underpinned by a positive experience. Retailers must prioritise the customer experience (CX) and find ways to enhance and improve the customer journey to successfully grow their business.

Exceptional CX is the key to success

It's essential that retailers invest in solutions and services that will improve CX across all available touchpoints to optimise growth opportunities.

By investing in specialist services and solutions that enhance CX, retailers can develop long-term relationships with existing customers and foster a sense of brand loyalty. Without addressing CX, retailers run the risk of developing a negative brand reputation among customers for perceived poor service and value, directly impacting the business's bottom-line.

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There are two primary ways in which retailers can enhance CX: digital and traditional customer services.

1. Investing in digital solutions for improved CX outcomes

It's almost impossible to operate without the support of technology today. However, many retailers are yet to harness the power of digital contact centre solutions that can help deliver improved CX outcomes and enhance the employee experience, too. There is a wide variety of digital solutions available that can help improve productivity for contact centres, including:

- advanced analytics
- robotic process automation (RPA) solutions
- intelligent virtual agents (IVA)
- artificial intelligence/computational intelligence (AI/CI)
- unified agent desktop/agent-assist.

Leveraging omnichannel solutions, including chatbots, AI, and IVA, lets retailers provide a variety of channels and touchpoints for customers to utilise depending on their preferences. These can be supported by automation and advanced analytics capabilities to streamline the customer journey and enable customers to quickly receive help and support for simple enquiries without needing to engage the services of a human contact centre agent. This allows human agents to focus more on other high-value priorities, or invest in training and education to better support customers on complex queries, for better CX throughout the customer journey. Similarly, by investing in digital solutions like unified agent desktops or agent-assist, retailers can provide more support for agents and leverage real-time guidance and training for agents managing customer calls.



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2. Leveraging traditional contact centre solutions to improve CX

While technological developments have led to significant advancements in terms of productivity in contact centres, it's not always necessary to completely reinvent the wheel to achieve success. By taking a hybrid digital and traditional approach to optimising contact centres, and integrating tools and technologies that will support human contact centre agents instead, retailers can empower agents to provide a better experience for customers across every touchpoint.

Leveraging technologies that streamline productivity also frees up contact centre agents to be more available to invest time in higher priority tasks or

customer requests that can't be delegated to digital tools. This approach frees human agents to dedicate time and resources towards handling more complex customer enquiries.

However, it can be challenging to identify the best mix of technologies or approaches to take to improve CX for the best possible business outcomes. Fortunately, retailers can enlist the services of external specialists, including consultants and partners with proven experience in retail, to identify the most suitable combination of tools and solutions for the business.



Taking the first step towards improved CX

It's essential that retailers understand which areas of their business need improvement prior to investing in services that optimise and enhance CX. Engaging the services of a specialist CX partner lets retailers gain a clear understanding of where to invest in new technologies, or to leverage traditional contact centre solutions, to improve the overall experience of customers.

As part of an initial assessment phase, it's critical to review current processes to determine next steps and develop a roadmap to streamline the customer experience. For a comprehensive, detailed assessment of retail processes, there are four steps that retailers should take:



1. Discover

Review strategy and business development to gain a deeper understanding of the current market position and customer experience



2. Diagnose

Identify areas for improvement, including potential technology investments, training opportunities, and strategies to improve efficiencies



3. Design

Develop future-state model and planned initiatives to improve employee performance and customer experience.



4. Recommend

Finalise roadmap and business benefits model to be rolled out across the business

By partnering with specialists, retailers have access to proven experience in optimising CX, leading to long-term benefits and growth opportunities for the business.

Probe Group has 40 years' experience in contact centre management, and specialises in designing and deploying multi-channel, digital solutions for large organisations with complex customer experience needs. Probe Group recently supported a major Australian retail brand to optimise its processes and design and deploy a customer self-serve strategy which resulted in a 64 per cent reduction in the cost to serve customers within 12 months.

For more information on how Probe Group can support your business and fast-track its growth with exceptional customer experience [contact the Probe Group team today.](#)