8 WAYS AI DRIVES RETAIL GROWTH

Retail has been transformed by the rise of digital channels, and the growing importance of customer experience. This is where Cresta's AI-driven Real-Time Intelligence comes in.

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The world of retail has changed for good

COVID-19 permanently changed the retail experience. Consumers went from in-person to contactless with retail businesses completely changing their strategies and methods.
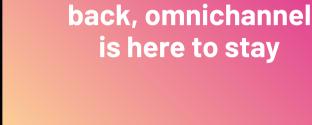
80%

80% of US Consumers during the early days of the pandemic **changed the way they shopped**

43%

43% **shop online for products** that they would have previously shopped in stores

600%

Call and chat volumes went up in the contact center, and some saw up to 600% increase

We are not going back, omnichannel is here to stay

Omnichannel experience allows consumers to buy the way they want, however they expect outstanding customer service to accompany.

75% of all customers prefer shopping through **multiple channels**

81% of customers **perform research online** before making a purchase

80% of buyers are more likely to make purchases when brands offer **personalized experiences**

58% of consumers say **customer service** influences their decision to purchase

The Contact Center is the front door to the omnichannel retail experience

Retailers need to keep eight key considerations in mind when evaluating their contact center:

1. Employee and training development
2. Attrition
3. Personalized Omnichannel Experience
4. Handling High Volume
5. Seasonality
6. Managing Hybrid Teams
7. Evolving Products and Promotions
8. Insights into Customer Trends

The solution: Real-Time Intelligence

By leveraging modern AI solutions through the contact center, high-end retailers can bring a personalized human touch to every interaction. Cresta's AI-driven Real-Time Intelligence enables retailers to thrive by supporting:

Agents

Cresta's AI-driven real-time coaching helps agents provide a more **personalized omnichannel experience** and stay on top of **evolving products and promotions**. Plus, productivity tools like automatic notetaking help agents keep up and quickly **handle high volume.**

Managers

Effectively **manage hybrid teams** with 100% visibility into all conversations with AI-driven performance insights. Streamline **employee training and development** and **decrease attrition** with robust tools such as coaching plans, live assist, and much more.

Business

Surface **insights into customer trends,** quickly determine the best course of action, and instantly push changes to make smarter business decisions. Easily adapt to **seasonal demand** —Cresta Chatbot deflects thousands of requests, freeing up agents to focus on the most important conversations.

Proven results from retail customers

2x conversion rate

50% reduction in agent attrition

4x increase in coaching productivity

"Cresta was a real game-changer for us and very differentiated from anything else that we had seen on the market... in our second month of being live with Cresta I paid out more sales conversion bonuses to our diamond experts and our chat platform than I had ever done in the past."

- Michael Hopkins, SVP, Sales & Services   Blue Nile

Read more about how Cresta helps drive retail with AI...

Why High-End Retail Sales are Finding Success with AI

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[DOWNLOAD THE EBOOK]

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