



It's been a couple of years, the pandemic is around; disrupting the age-old and opening up new avenues for virtualization and digitalization of human lives.

Businesses these days are seeking digitalization at scale; with the increasing need for automation and efficient workflows. About 60% of businesses have pursued a complete digital overhaul due to the pandemic.

Retail, a highly scalable industry holding a global market value of nearly \$23 trillion and is expected to reach \$29 trillion by 2025. Retail did suffer during the pandemic; effective counter strategies and modern tech saved it from syncing.

Customer Experience has got a crucial role to play when we talk Retail!

Let's discuss how modern-day technology can help retailers deploy great customer experience at scale.



How modern-tech can help to scale the customer experience?

When one talks about doing something at scale, we hear automation! It goes in harmony, indeed.

Automation may help with costs, workflow management, but it can also be alienating, especially in a pandemic when most humans feel isolated, lonely, and cut off from the rest of the world.

To make it sensible and effective, the technology you choose to design one has to be reliable and convincing.

Consumers today want something more real, in other words, human!

How can retailers get over this massive block?

Adopting Conversational AI to bring in automation in Retail Customer Experience

Conversational AI is not just another user interface; it's a complete game-changer for creating an impactful Customer Experience at scale.



Unlike any other business, Retail businesses have a wide range of SKUs to deal with.

Setting up an automation workflow for a model with that huge number of SKUs is a challenge in itself, but, not with Conversational AI.

Using natural language processing, a Conversational AI-based virtual sales assistant can learn from customer interactions and continuously improve its ability to resolve problems.

Get more insights on our website

www.coreviewsystems.com

