

Use Case – Retail

Retailer boosts customer experience and sales with call analytics, call recording, and AI conversation analytics

Situation

In today's competitive retail environment, delivering a personalized multi-channel customer experience is key to building loyalty and driving sales. While online channels are critical for many retailers, the telephone remains a vital point of contact for product enquiries, click-and-collect orders and post-purchase support.

With customers calling a centralized contact center and individual stores, where staff often juggle phone calls alongside in-store service, service levels varied. Leaders at head office wanted a unified view of customer interaction across all locations to improve consistently across the organization. Store managers needed deeper insights to spot and fix any shortfalls.



The Solution

The new call analytics platform is providing a complete picture of customer interaction across every location. **Leaders can set response targets, compare store performance and use trend analysis to optimize staffing levels during peak periods.** A wallboard, showing both real-time and historical insight is displayed on a large screen in the office and on remote agent desktops to keep everyone informed wherever they choose to work.

Store managers have their own dashboard views, enabling them to monitor store performance and drill down on the detail to isolate and resolve any shortfalls. **Any unreturned missed calls can be listed and returned to minimize customer dissatisfaction and lost business.** A scheduled weekly report is sent to store managers to compare store performance and foster healthy competition.

Call analytics has been further enhanced through integration with the organizations new recording platform and CRM system. Team leaders can quickly list customer calls and replay conversations, understand who said what, to speed up dispute resolution and minimize negative reviews.

AI conversation analytics is now being used to highlight abusive conversations and redact sensitive payment card data for PCI compliance.

Looking ahead, the marketing team is keen to extend the use of AI to monitor shifting consumer preferences and seasonal demands by analyzing customer sentiment, tracking product feedback and monitoring competitor mentions — turning everyday conversations into valuable market insight.

