The new **retail** customer journey.

Solutions that address emerging challenges and shopper expectations.
Trends and challenges that shape the customer journey

There are five major trends that are shaping retailers’ shopper engagement strategies today. With more options and an acceleration toward more online purchases, customers are seeking more unified, personalised, and seamless experiences from retail organisations—across in-store and online commerce.

1. **Data points and personalisation are exploding**

   Whether interactions occur in stores, online, through mobile, or all three, retailers must collect data points that span geolocation, cart data, social media interactions, app downloads, and more. Not only that, they must ingest, analyse, and leverage that data to drive personalisation and recommendations.

2. **Frictionless shopping and convenience**

   A frictionless experience is becoming more attainable as channels evolve. Shopping through smart speaker, chatbot, or cashier-less store are still novelties to some, but are gaining momentum rapidly. And research shows that the less friction in the purchase journey, the more often consumers will shop and the more they’ll spend.

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**64%** of consumers are fine with retailers saving purchase history and preferences if more personalisation is offered

*Forbes: 10 Predictions For Retail In 2019*

**63%** of consumers want personalised recommendations

*Retail Dive: 10 retail trends to watch in 2019*

**$40B** Voice-controlled shopping is expected to grow 1900% to $40 billion by 2022

*Deloitte Retail Trends 2019*

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3. Prioritisation of digital commerce and service

Prior to the COVID-19 pandemic, retailers were already expanding their digital presence, from increased product offerings, to virtual assistant capabilities to live chat agents. This crisis is now serving as a forcing function, as brands have “doubled down” on their investments and added solutions that enable “IVR to digital” conversions and expanded messaging platforms.

4. Voice of the Customer analytics are driving product selection and interactions

Winning decisions in product selection and shopper targeting are increasingly driven by analytics more than by instinct or experience. Algorithmic analysis of data points from support tickets to chat conversations are being leveraged to make forward-looking predictions, recommend what customers want, and deliver it at velocity and at scale. That same data is being analysed to enhance shopper interactions with virtual assistants and IVRs.

5. Online and in-store are blending for an improved retail experience

The lines between digital, brick-and-mortar, and mobile have been blurring for some time, but the recent epidemic has hastened adoption of video appointments, streaming events and “3D” product imaging online. Delivery and the Buy Online Pickup in Store (BOPIS) concept have been especially popular, as half of US consumers have now used curbside pickup due to COVID-19.

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Intelligent experiences throughout the customer journey

With an intelligent engagement platform, you can provide an intelligent, conversational experience for your shoppers that addresses the challenges we just discussed at every step of their journey. You’ll see superior returns at each one of the eight stages.
**Predict shopper intent**

To accurately predict intent, you’ll need to leverage proven AI, based on browsing history, past calls, and an increasing number of other data points. Once you’ve determined the intent of the call, you’ll be able to either contain calls in your IVR or virtual assistant (VA), or steer them to the best phone or chat agent. In addition, you’ll be able to identify the best opportunities to intervene proactively online with a VA. So, look for a solution that enables **highly personalised and proactive experiences** by applying customer attributes and business rules.

**Engage during consideration**

Through Apple Business Chat and other messaging platforms, you’ll be able to aid the decision process and **seamlessly escalate from VA to live chat or use “IVR to digital”** capabilities. You can even route targeted customers from IVR to an on-floor associate for a seamless, blended experience.
Recommend options

AI tailors ultra-personalised customer recommendations based on social, interactions, cart, location and more, and VAs can review shopper-submitted pictures to suggest products or help “model” them. **Agent-facing AI technologies further empower live chat agents** to course-correct the VA interaction behind the scenes, as well as access relevant real-time information easily, which enables them to be more confident in the recommendations they provide.

Authenticate with biometrics

PINs, passwords and questions are frustrating for customers and create friction in the buying process. **Ensure the identity of customers and support a superior customer experience through behavioural, facial, and voice biometrics.** With the right tools, activities can be continuously monitored on all digital and voice channels for verification.
Identify potential fraudsters

Identifying and blocking potential fraud activities is critical—across all devices – web, mobile, and voice (whether phones, smart speakers or TVs). The best solutions today monitor behaviours and activities continuously across all digital channels for identity verification and fraud detection.

Speed acquisition with agent desktop

Equipping agents with an intuitive, accessible desktop enables them to more efficiently take care of your customers, providing helpful answers fast as they look to finalise their purchase. Assistance with smart tools and authentication indicators further help create a better shopper experience. And if you provide online forms, guides and co-browse, all your agents become more effective.
**Update order status**

Customers want easy access to delivery status information. You need to provide proactive outbound status updates for curbside pickup, delivery, or installation. Flexible, cloud-based outbound communications via two-way text, email, interactive voice, messaging and push notifications are a “must have.” You can use the same technology to notify shoppers of abandoned carts.

**Support customers everywhere**

How can you turn customers into advocates? It’s simple, really, with conversational voice assistance anywhere, thus ensuring an exceptional customer experience. All that’s required is that you empower users to interact with systems and devices in their own words without being constrained by a fixed set of responses.
Meeting the challenge

Today’s retailer requires a blended customer experience, and Nuance Intelligent Engagement lets you design a customer experience once and easily adjust that design for any channel—across IVR, web, mobile, messaging and IoT, with context-enabling adaptation as required.

Why Nuance?
– AI innovation
  Nuance is a recognised leader in speech recognition, voice biometrics and intelligent assistance – all driven by our continuous and pioneering investment in AI.
– Continuous feedback loop
  AI learns from agents and agents learn from AI, enabling continuous improvement and increasing intelligence.

– Open platform
  Integrate with external systems and capabilities to create truly intelligent transactional experiences for your customers.
– Large installed base
  Nuance technologies process more than 16 billion digital engagement interactions each year for customers across every sector of industry. In fact, five of the nine largest North American retailers, and ten of the 15 largest globally, are Nuance customers.

Next steps
To learn more, visit Nuance Intelligent Engagement Platform or email us at cxexpertEMEA@nuance.com

About Nuance Communications, Inc.
Nuance Communications (NASDAQ: NUAN) is the pioneer and leader in conversational AI innovations that bring intelligence to everyday work and life. The company delivers solutions that understand, analyse, and respond to people – amplifying human intelligence to increase productivity and security. With decades of domain and AI expertise, Nuance works with thousands of organisations globally across healthcare, financial services, telecommunications, government, and retail – to create stronger relationships and better experiences for their customers and workforce. For more information, please visit www.nuance.com.