8x8

Five Ways Conversational AI Can Support Your Retail Goals

How 8x8 Intelligent Customer Assistant™
can transform your self service.

Table of Contents

Introduction

Customers don't just expect great service—they expect instant answers, smooth service, and zero friction across every channel. But many retailers still rely on outdated self-service tools that frustrate more than they help.

Conversational AI is changing that. Today's solutions don't just deflect—they engage. They empower customers to self-serve with speed and confidence, while freeing up your teams to focus on what really moves the needle: sales, loyalty, and standout service.

From answering product questions to processing orders or booking an appointment, modern AI doesn't just automate—it enhances every part of the retail experience to sell, support, and scale on demand.

Here are five practical ways conversational AI can elevate your self-service strategy.

1. Ask it.

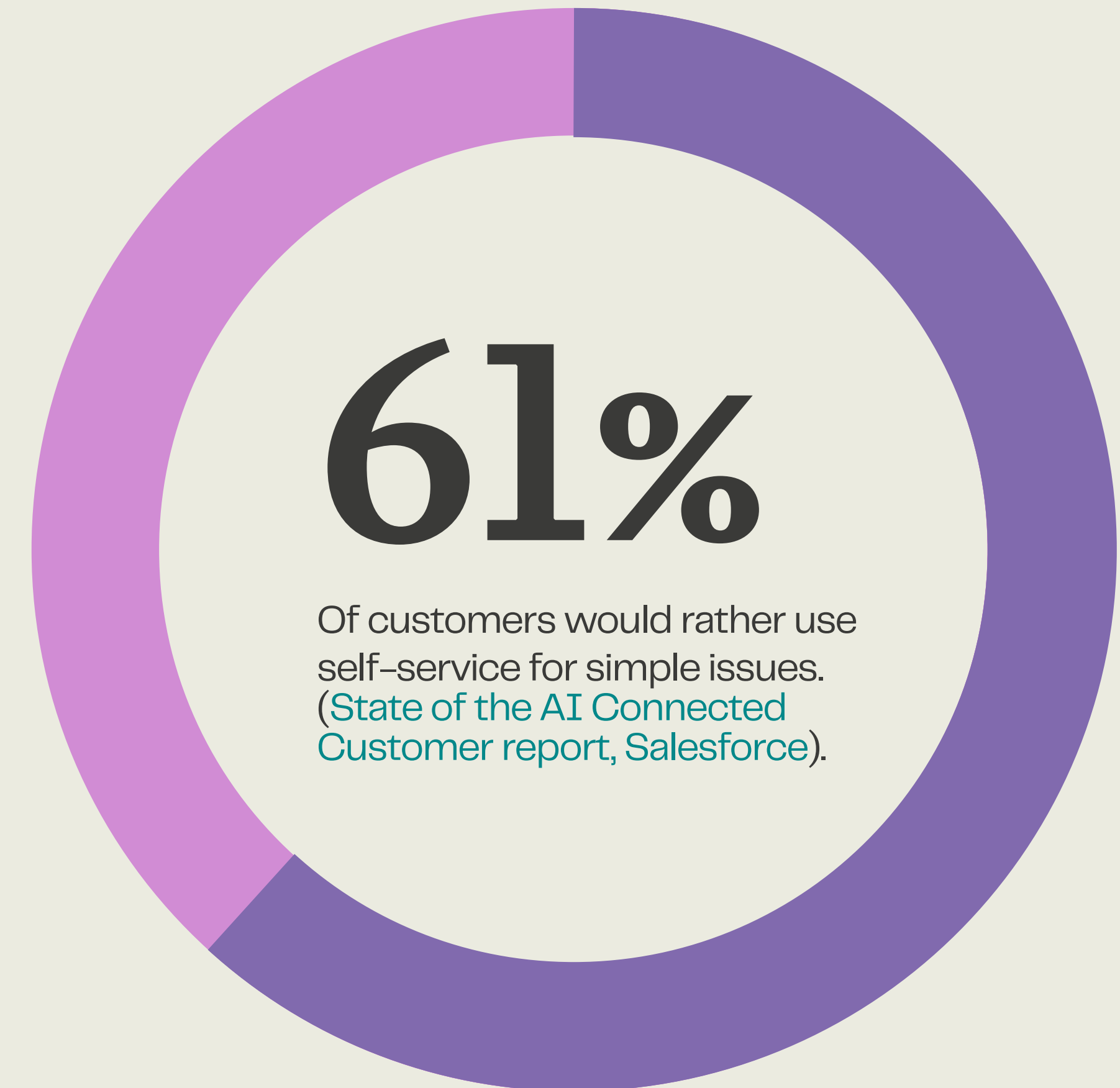# Deflect FAQs and serve customers fast.

Shoppers always have questions. Today, they expect to get answers faster. Whether they're checking store hours, comparing product specs, or asking about return policies, waiting around for help is a deal-breaker.

With 8x8 Intelligent Customer Assistant, customers can ask whatever they need and get real-time answers on your site, through messaging apps, or in your app.

You build the flows once, and the assistant handles the rest. It can:

- Answer product availability queries.
- Explain loyalty program benefits.
- Share sizing charts, materials, or compatibility info.
- Direct customers to their nearest store or delivery options.

Available 24/7 in 100+ language variations, it doesn't sleep, and doesn't miss a beat. And if the question is too complex? The bot seamlessly hands the shopper off to an agent—with the full context intact. Let's build something that works better, together.

61%

Of customers would rather use self-service for simple issues. (State of the AI Connected Customer report, Salesforce).

2. Order it.

Use AI to convert interest into revenue.

Shoppers don't drop off because they're not interested—they leave when things become confusing, or too much effort.

Intelligent Customer Assistant removes that friction by guiding customers through a personalized buying experience. Whether they're asking about features, comparing models, or selecting the right size and color, AI helps them feel confident every step of the way.

From there, it captures key details, confirms delivery preferences, and smoothly transitions to a secure payment or a live agent if needed. It's a smarter way to sell—more tailored, more effortless, and far more likely to convert.

3. Report it.

Automate post-sale support with empathy.

Things go wrong. Wrong size. Damaged item. Missing delivery. What matters is how fast—and how painlessly—you fix it.

With conversational AI, customers don't have to wait on hold or explain their issue five times. They just describe the problem in their own words—on chat, messaging, or voice—and the virtual agent gets to work.

It can look up orders, flag common issues, and even kick off returns or replacements accurately and according to policy. If escalations are needed, the handoff to an agent is smooth, with full context and zero repetition.

You get faster resolutions. Customers feel heard, helped and more satisfied.

4. Route it.

Route shoppers to the right team, every time.

Shoppers don't want to repeat themselves or get bounced between departments. They want answers—fast—from someone who knows their stuff.

With 8x8 ICA Intelligent Directory, you can guide customers to the right destination by asking a few simple questions up front. The virtual assistant can capture what the customer is looking for and gather details like:
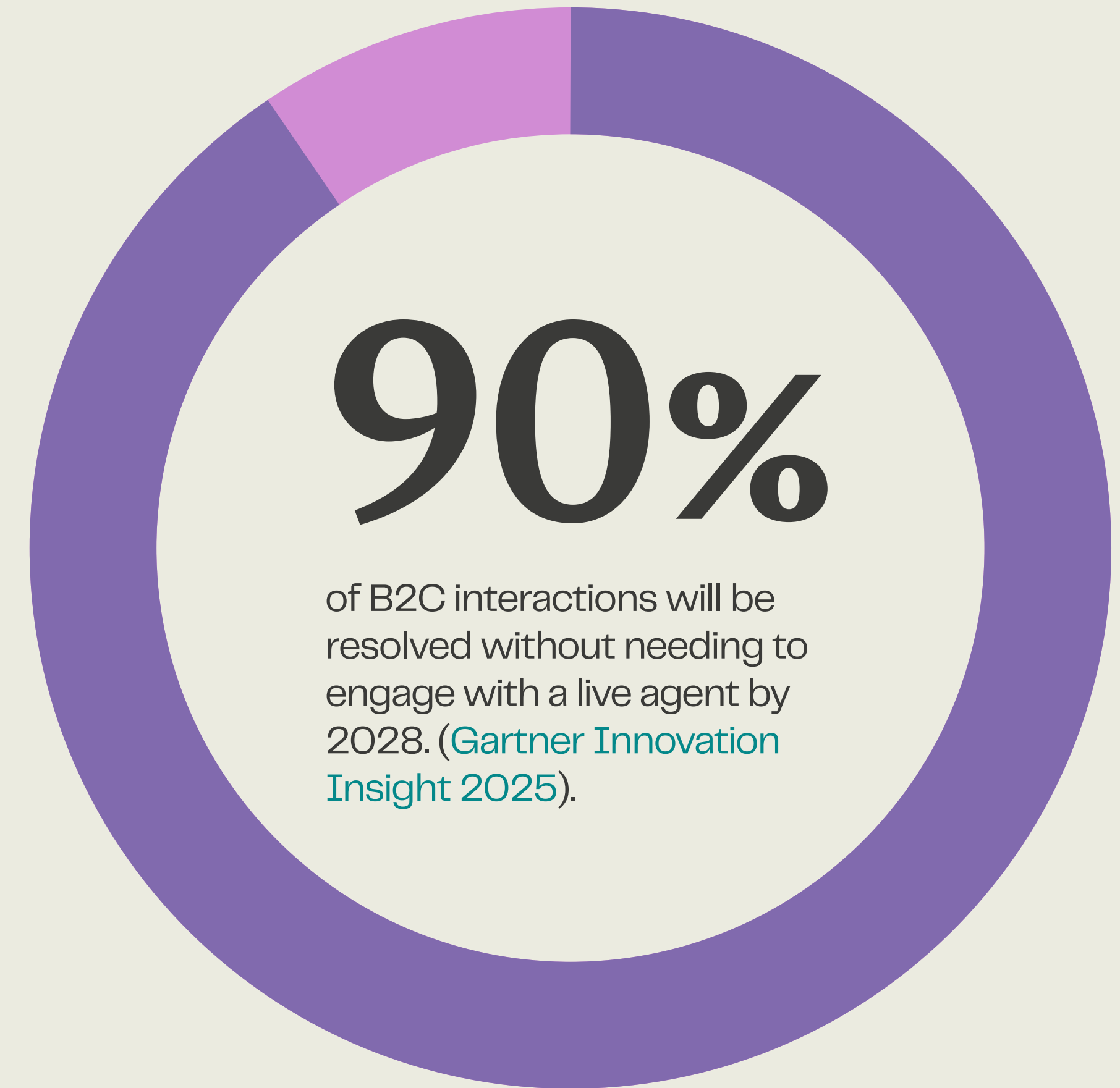
"Can I speak to someone about my account subscription?"
"I need to check on my bike repair in the workshop."
"I'm not sure which dog food is best for a large breed."

Based on that info, the customer is routed to the right person—whether that's someone in-store, a service advisor, or a contact center agent.

It's efficient, personal, and gets the customer exactly where they need to go—without the runaround.

90% of B2C interactions will be resolved without needing to engage with a live agent by 2028. (Gartner Innovation Insight 2025).

5. Book it.

Let customers book, reschedule, or cancel anytime.

In retail, customers book fittings, consultations, repairs, personal shopping, event tickets or even demos. The easier it is to schedule, the more likely they'll show up and come back.

With Intelligent Customer Assistant, customers can book, reschedule, or cancel appointments at any time, across any channel. The assistant captures what the appointment is for, checks availability, and confirms all the details, all without needing an agent.

Need to tweak the time or running late? The same assistant can handle changes or send reminders to reduce no-shows and abandoned visits. It's fast, flexible, and frees up staff from calendar chaos. And when a customer walks in, your team is ready to greet them and get to work.

This is smarter scheduling that supports stronger service—and repeat business.

Ready-to-deploy AI that works for you.

8x8 Intelligent Customer Assistant and ICA Intelligent Directory are purpose-built for retail—quick to launch, easy to scale, and proven in the field.

Why retailers choose 8x8:

Fast deployment
No-code tools and 8x8 Professional Services make setup simple and low-effort.

Real-world results
Retailers like Acer reduced agent workload and eliminated manual call handling.

Built for scale
Works across voice and digital channels, supports 100+ language variations, and integrates with your CRM.

Seamless escalation
When needed, conversations transfer to agents with full context—no repetition required.

> "
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> Once SMS was live, total bot-to-chat volume increased 15%. It appears that those customers who don't like to call, found their voice through SMS. We are delighted to assist more customers and hopefully that will pay off in terms of repurchase and customer experience."
>
> Gary Boucher,
> Program Manager,
> Acer

Read case study

Ready to revolutionize your retail business?

Learn more about 8x8 Intelligent Customer Assistant or our solutions for retailers.

Schedule a demo to see how it works.

Talk to an expert about how it could support your contact center.