



Improving customer loyalty in an omnichannel world.

A guide for CX leaders in retail.



Table of contents

Introduction.	3
Embrace omnichannel overload.	4
Deliver self-service for better CX.	5
Leverage customer data to provide personalized experiences.	6
Harness customer interaction data for continuous improvement.	7
Engage with customers and stay connected.	8
Reasons retailers choose 8x8.	9
Turn every interaction into lasting loyalty.	10



Introduction.

Today, retailers have more channels than ever to engage with customers and enhance customer experiences (CX). Every call, message, or chat might not result in a sale, but every interaction is an opportunity to increase customer loyalty, promote your brand, and positively impact revenue.

In today's omnichannel world, CX is everything. Retailers who get it right gain more than a customer's business—they gain valuable word-of-mouth marketing through reviews and recommendations. Using the right platform, they also gain data and insights to make smarter business decisions, improve services, and create personalized CX that encourage brand loyalty.



Embrace omnichannel overload.

The breadth of channels available allows for closer collaboration with your customers and a more connected workforce. Customers are demanding a consistent experience across brick-and-mortar outlets, online marketplaces, social and mobile commerce, and chatbots. This demand is driving innovation within contact centers and integrated CX solutions to deliver optimal, omnichannel customer experiences that optimize revenue generation while providing great CX.

Say goodbye to fragmented data, siloed teams, and disconnected communication and say hello to the [8x8® Platform for CX](#). With a single view of your interactions across all channels, connect your teams and customers and make smarter, empowered decisions with integrated AI tools and insights to create real results.

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AI virtual agents, like 8x8® Intelligent Customer Assistant™, allow contact centers to provide 24/7 support.

Deliver self-service for better CX.

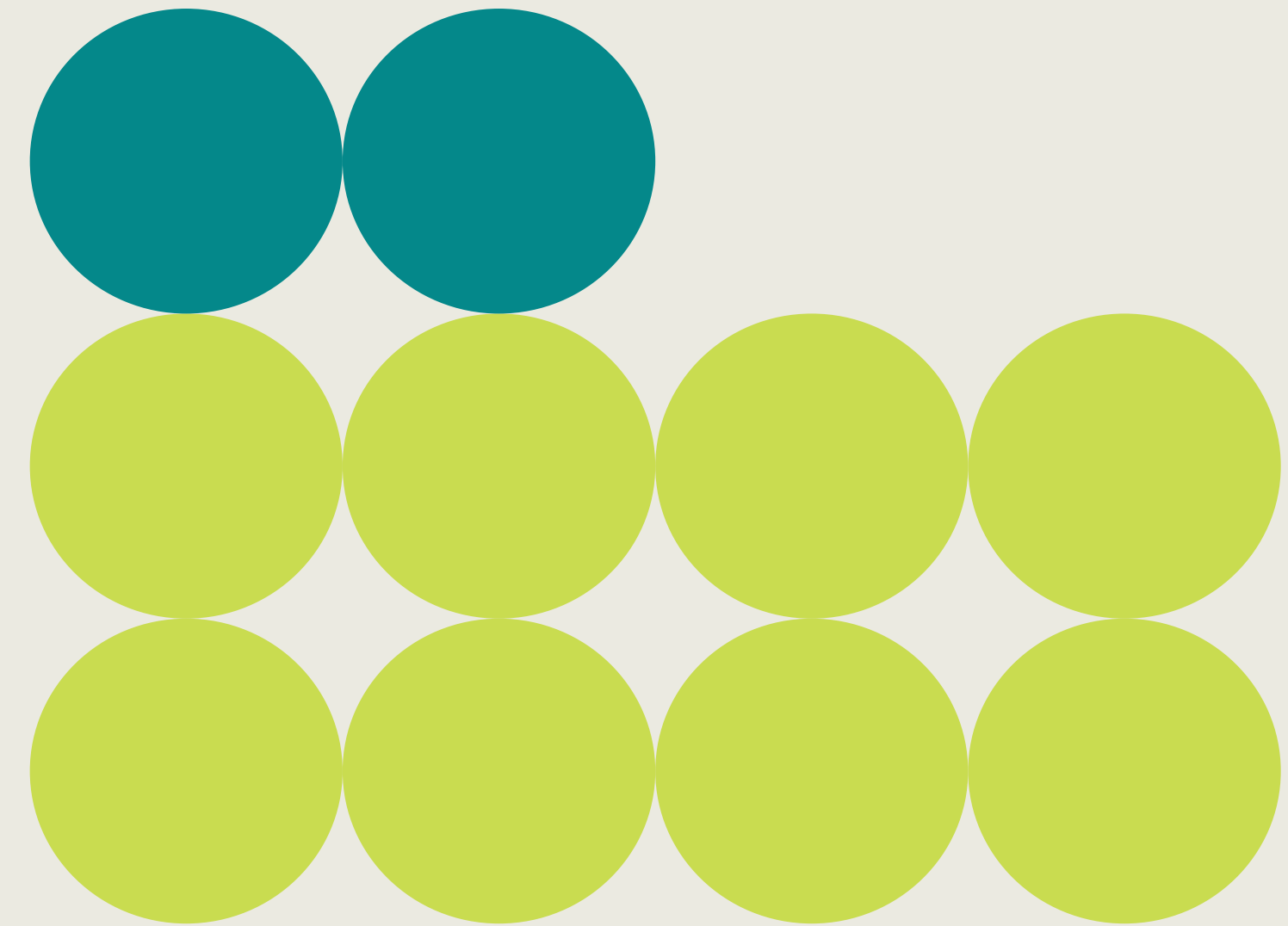
Today's consumers expect a consistent, frictionless, and rewarding experience throughout their customer journey. While consumers increasingly engage with apps, self-service checkouts, ecommerce, and digital channels, they still want to speak with a person when they need additional support.

It's not enough for transactions to be seamless—they also need to be more engaging and feature real-time support and tailored information. Introducing AI virtual agents, like [8x8 Intelligent Customer Assistant](#), into your contact center enables customer to self-serve through 24/7 support by following up on their orders or booking a consultation. Your agents can then dedicate more time to create great CX.

Leverage customer data to provide personalized experiences.

Retailers who centralize customer information to provide a single view of the customer are able to offer a faster, more informed response to any inquiry. Personalization at this level, which customers have come to expect, involves tightly integrating customer communication channels, customer relationship management (CRM) solutions, and social media interactions.

Adopting a solution that delivers a single view of customer interactions across all communication channels does more than add context to conversations. By leveraging customer purchase history and real-time social interactions, retailers can personalize offers, creating customized deals and upgrades at optimal times. Centralized customer interaction data unlocks the potential of every customer interaction, ensuring that even social media mentions don't go unnoticed.



80%

of customers expect more personalized communications from retailers, and failure to meet this expectation may drive them to competitors ([McKinsey](#)).

Harness customer interaction data for continuous improvement.

Analyzing customer interaction data can uncover insights to improve CX. By analyzing granular-level details of customer conversations, contact center agents and back-office employees can continuously learn and improve through ongoing coaching and training. Social media interactions provide valuable context and real-time sentiment analysis, allowing retailers to proactively address potential issues or capitalize on positive feedback.

For example, training is no longer restricted to listening through hours of call recordings and relying on survey results. Advanced AI technologies, including [8x8® Conversation IQ™](#), [Quality Management](#), and [Speech Analytics](#), allow organizations to monitor interactions from the front of store to the back office by automatically searching for keywords and phrases and quantifying their rate of occurrence, and ensuring no social signal is missed.



Engage with customers and stay connected.

To establish instant connections, retailers are increasingly using messaging channels, like SMS and WhatsApp, to invite customers to pop-up events and sales. By harnessing the power of high SMS open rates, you can send out personalized messaging tailored to shoppers' needs and increase repeat purchases.

SMS notification reminders are also a great way to maintain strong customer engagement with customers. Reminders ensure customers are well-informed, reducing the likelihood of missed appointments, late payments, and forgotten follow-ups. For retailers, this means fewer queries into the customer contact center, as customers are proactively kept in the loop and able to respond with booking amendments or to complete a payment, leading to smoother operations and improved customer satisfaction. Social media monitoring further enhances this by identifying customer sentiment and enabling timely responses to public and private messages.



See the reasons retailers are choosing 8x8 to boost customer loyalty.

1.

Customized multi-channel experience.

Provide great CX across multiple channels and engage with customers on their customers' preferred channels.

3.

Advanced AI analytics.

Analyze customer interactions with advanced AI tools to enable continuous improvement in CX.

2.

Personalized customer approach.

Craft personalized experiences by leveraging centralized data and adopting customized offers to keep customers coming back.

4.

Timely communication and updates.

Leverage messaging channels for personalized offers, timely reminders and updates.



Turn every interaction into lasting loyalty.

Loyalty isn't just about a single sale—it's about creating seamless, personalized experiences that keep customers coming back.

With the [8x8® Platform for CX](#), retailers can engage customers on their preferred channels—voice, messaging, AI, social, and video—while leveraging centralized data to deliver tailored offers and timely updates. Advanced AI analyzes every interaction, uncovering new opportunities to enhance engagement and optimize experiences.

From personalized promotions to proactive support, 8x8 helps retailers unlock the power of every interaction, creating meaningful connections that drive loyalty, satisfaction, and sustainable growth.

[Find out more about 8x8 solutions for retail.](#)

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