

Connection Direction

Trusted Experts in CX and AI Excellence

DELIVERING CUSTOMER-CENTRIC ENGAGEMENT IN RETAIL FOR THE AI DIGITAL AGE

RETAIL AND CONSUMER GOODS CASE STUDY

Elevating the Consumer Buying Journey

The highly competitive retail and e-commerce industry demands exceptional customer experiences as a key differentiator. Today's digital-first consumers expect seamless engagement, easy self-service, AI engagements and real-time insights across every touchpoint from in-store and online purchases to returns and support. Connection Direction Inc. partnered with a leading global retailer to address these evolving demands. Leveraging deep industry expertise, we streamlined operations, enhanced customer experiences, and delivered measurable results in the rapidly changing consumer landscape.



Ensuring Retail and E-commerce Success

- **Optimize:** global communication practices for agents, supervisors, and admins equipping the organization with intelligent solutions and deep integrations to improve customer satisfaction.
- **Provide:** customers with seamless self-service options for purchasing, returns, order tracking, and support, ensuring satisfaction at every step.
- **Engage** with customer on their preferred channel - global voice, SMS, web chat, social media to provide a seamless and personalized experience.
- **Improve:** data security and flexibility to scale international business needs and departmental functionality.

OBJECTIVES

Following initial discovery, it became clear that modernizing the contact center and operations was vital to maintaining excellence in services and sales execution for the retail and e-commerce organization. The primary objectives identified initially were to ensure legal compliance, accurately measure customer satisfaction through agent interactions, establish AI-driven customer engagements, deliver effective feedback loops by capturing the Voice of the Customer (VoC), and fully support a distributed global workforce across multiple locations and remote work-from-home settings.

Equally important was the need to establish and enable smart, seamless selling by empowering agents and supervisors to proactively and reactively engage with customers through AI, voice, email, and SMS tools in real time. This approach supports existing customers, acquires new ones, and engages prospective customer/members for delivery options, promotions, product search, and notifications.

The high costs of technology providers' services were also a concern.

Key Needs Identified:

- AI-first Customer Experience Engagement
- Digital and Conversational CX gaps - Agents, Operations, Sales, Marketing, and IT
- Self-service and AI capabilities to reduce agent workload and improve customer autonomy
- Legal Compliance
- Multiple system integrations for operational efficiency
- Redesigned engagement and routing to streamline customer journeys
- Robust reporting to gain deeper insights into performance metrics
- Pricing and Contracting Consulting

Targeted Pain Points:

- Limited AI capabilities
- Legacy Systems
- Needs to enhance AI Engagement and Digital Engagement
- Data Security and Infosec
- Defining and Restructuring Service Level Agreements (SLAs)
- Improving First Contact Resolution (FCR)

Connection Direction – Retail Case Study

SOLUTIONS

Connection Direction provided expert advisory services and implementation support to ensure a seamless migration of the contact center and communication systems to a modern cloud and hybrid solution. The initial phase of the project was successfully completed in eight months, by leveraging our strong technology partnerships across CCaaS, UC, AI, CRM, and telecom, powered by our honed process and industry expertise.

Key Delivery Items:

- **Omni-Channel and AI Enablement:** Integrated AI, voice, SMS, and web chat to deliver a unified customer experience.
- **PCI Compliance and Data Security:** Implemented practices and new technology to protect cardholder data, restrict access, and ensure secure handling of payment information.
- **AI Self-Service and AI Bots:** Automated frequent inquiries (digital and voice) to enhance efficiency and customer satisfaction.
- **CRM and UC Platform Integrations:** Streamlined unified communication and capture CRM customer data for more coherent service delivery in the contact center.

The solutions and initiatives simplified the contact center operations and ensured consistent CX service delivery worldwide. Systems across North America and EMEA were consolidated, breaking down silos and enabling localized support. As a result, the retailer achieved significant improvements in One-Contact Resolution, along with major reductions in customer wait times and contact abandonment rates. With expert implementation, Connection Direction delivered tangible gains in customer satisfaction and sustainable revenue growth through AI-powered engagement and intelligent, modern solutions for the retail organization.

OUTCOMES

Following implementation, the retailer achieved measurable improvements across customer experience, efficiency, agent and customer interactions, technology reliability, and cost savings.

Results in Metrics

- **28% increase Customer Satisfaction score (CSAT)**
- **26% improvement in First Contact Resolution (FCR)**
- **30% increase in Net Promoter Score (NPS)**
- **22% reduction in Average Handle Time (AHT)**
- **44% savings on hardware, software, and telecom costs**

Through Connection Direction's implementation and upgrades, the retailer improved its ability to understand contact center dynamics and customer interactions. These enhancements helped leadership identify trends, make data-driven decisions, and deliver stronger customer service and operational performance.



Building Stronger Retail Experiences Through Innovation

Connection Direction helps retailers and e-commerce organizations create exceptional customer experiences by enhancing CX and elevating agent effectiveness in the contact center.

By streamlining operations and empowering agents with AI and modern solutions, we enable organizations to achieve higher customer satisfaction, greater user efficiency, and deliver more meaningful customer engagement.

We are committed to providing ongoing support and adaptive solutions that address the evolving needs of the retail industry, empowering our clients to thrive in a highly competitive market.

START YOUR TECHNOLOGY JOURNEY TODAY.

Connect with us to explore how we help guide retail and e-commerce organizations to deliver customer experience excellence.



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