

Creating Effortless Employee and Consumer Experiences

DELIVER A FRICTIONLESS, OMNICHANNEL EXPERIENCE TO CUSTOMERS
BY SEAMLESSLY CONNECTING EMPLOYEES TO BOTH SHOPPERS AND EACH OTHER

46% 

Retailers will have started an upgrade to their mobile workforce and/or HR applications within two years ⁽¹⁾

30% 

Retailers have deployed real-time messaging with manager functions for in-store associates ⁽²⁾

19% 

Retailers say turnover of store employees is rising sharply compared to five years ago ⁽²⁾

64% 

IT organizations have converged their various collaboration and communications groups into a single, unified collaboration planning and operations structure ⁽³⁾

ONLY 7% 

Retailers said performance level was high for managers and associates effectively responding to changing conditions in omnichannel tasks, such as buy online pickup in-store (BOPIS) ⁽²⁾

83%

Retailers say customers' in-store omnichannel expectations have increased compared to five years ago ⁽²⁾

Nearly **half of consumers** said expectations for good customer service are considerably higher than three years ago ⁽⁴⁾



65% 

Consumers said quality of customer service is a factor when deciding where to make their purchases, and **67%** said that good customer service encourages them to stay longer and/or spend more money ⁽⁴⁾

56% 

Shoppers say they have encountered major problems in stores when **picking up their online purchases**, a problem since **90%** of shoppers buy more items when they visit stores for pickup. ⁽⁵⁾

73% 

Consumers say the **returns experience** affected whether they would continue shopping with a retailer; **36%** of online shoppers globally had returned an item in the previous three months ⁽⁶⁾

"Retailers need to train customer service teams to manage complaints when customers request information that touches multiple channels." ⁽⁷⁾

Priorities for Contact Center/CX Teams this Year ⁽⁸⁾

46% Improving offering in digital channels (chat, mobile, social, etc)

28% Connecting contact center/CX with other departments

12% Implementing new contact center/cloud solution

Source: 1-RIS, "29th Annual Retail Technology Study;" 2-RIS, "Managing the Ferocious Labor Market;" 3-Nemertes Research Group Inc., "Unified Communications and Collaboration: 2018-19 Research Study;" 4-International Council of Shopping Centers (ICSC), "The ICSC Customer Service Survey;" 5-RIS, "2019 Shopper Megatrends Study;" 6-UPS, "2019 UPS Pulse of the Online Shopper Report;" 7-Forester, "The State Of Retailing Online 2019: Omnichannel, Marketing, And Personalization;" 8-CCW Market Study, "The Future of the Contact Center in 2019"

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