# ttec

# Unlock customer value by acting on true intent

## in the retail industry

## A competitive advantage for retail

A tight labor market mixed with fast growth puts unprecedented strain on retail brands to meet customer expectations at scale. Those who will win will use managed intent—understanding and mapping customer intent and empowering employees to serve that intent—to deliver the right message to the right customers on the right channel at the right time.

Understanding why shoppers are reaching out and responding appropriately helps organizations reduce effort, elevate customer experience, decrease cost-to-serve, and drive growth. Using TTEC's proprietary intents library, which is based on millions of customer interactions (contact center inquiries over calls, chats, bots, searches, etc.), we identified the top 5 reasons (intents) customers contact retail companies for customer support.

| RETAIL INTENTS | COMMON QUESTIONS |
|---|---|
| **1 Request a refund** | How can I get a refund on my order? |
| | When will I get my refund? |
| | Where is my refund? |
| **2 Check order status** | When will I receive my order? |
| | Where is my order? |
| | Why is my order delayed? |
| **3 Ask about shipping or pickup** | How long will shipping take? |
| | How much does shipping cost? |
| | Can I track my order? |
| **4 Cancel an order** | How can I cancel my order? |
| | Do I get a refund when I cancel my order? |
| | Can I get a confirmation my order is canceled? |
| **5 Request product specs** | What are the product dimensions? |
| | How does the sizing run on this product? |
| | Can I compare this product to similar ones? |

## Reduce effort and elevate your customer experience

Understanding customer intent reduces call time, improves resolution rates, and increases customer satisfaction.

Common, repetitive questions can be assigned to an IVA bot.

Enable associates to focus on sensitive topics and complex issues, to ensure customers receive the right level of support.

## Fast and effective responses

Most of these questions are repetitive and can be answered via FAQ or automation. Retailers that seek to differentiate themselves go beyond a static FAQ by offering an intelligent virtual assistant (IVA).

For instance, a company could set up an IVA as a chatbot. If a new customer types in the question, "how do I check my order status," in addition to answering the question, the bot could anticipate that the customer might also want to know how to cancel an order and provide that answer as well.

A true IVA generates personalized responses by combining analytics and cognitive computing based on individual customer information, past conversations, and location, leveraging the corporate knowledgebase and human insight.

**It is able to:**

- Listen to text and voice.
- Understand customer inquiries (i.e., the customer's intent, regardless of how they ask a question) and sentiment across all use cases.
- Know when to escalate to a human associate, and be able to seamlessly transfer the customer.
- Remember what it has learned to optimize the experience over time.

## The right support, every time

Customer intent insight can also prepare live associates for common questions customers will have that they can't resolve with self-service automation. This predictive knowledge will improve speed and resolution rates with human associates who are ready with immediate answers.

Customer support is not a one-size-fits-all service. Understanding customer intents and meeting them with the appropriate response is critical for delivering optimal support and avoiding unnecessary costs.

# Let TTEC help you better understand why and what shoppers are looking for to deliver differentiated value.

**Connect with an expert**
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**About TTEC**

TTEC Holdings, Inc. (NASDAQ: TTEC) is one of the largest global CX (customer experience) technology and services innovators for end-to-end, digital CX solutions. The Company delivers CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform.  Serving iconic and disruptive brands, TTEC's solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact center technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions.  The Company's Engage business delivers digital customer engagement, customer acquisition & growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's commitment to CX excellence has earned its leading client NPS scores worldwide. TTEC's nearly 65,000 employees operate on six continents and bring technology and human ingenuity together to deliver happy customers and differentiated business results. To learn more, visit us at **www.ttec.com.**