

# Retail CX Solutions Built for Today

Back in 1995, as commerce first moved online, nobody imagined that 25 years later we'd still be struggling to fully grasp the impact of the internet on retail – and yet here we are, with every year seemingly predicted to be one of uncertainty, transition and reshuffling.

Through it all, a few facts emerge as undeniable:

- Competition is global and increasingly fierce.
- Consumers' reference frame for evaluating their experience interacting with brands is also global.
- Margins are extremely slim.
- User reviews and social amplification have disproportionately powerful impact on future customers' willingness to engage.

In this kind of environment, successful retail brands must differentiate themselves and build loyalty by **extending a significantly better customer experience**.

## Quick Facts

**Locations:** 13 global experience centers, in Asia, North America and Europe

**Employees:** 12,000

**Channels supported:** voice, chat, text, video, email, social, support community, AI-powered conversational chatbot

**Languages:** 20 Asian and European

**Industries served:** tech, healthcare, travel and hospitality, connected devices, retail, logistics

**Daily interactions:** 500,000+

**Global HQ:** Singapore

**CEO:** Sudhir Agarwal



**Everise is a global customer experience company built upon a philosophy of leveraging technology, geography and data to extend transformative, brand-defining experiences to customers like yours.**

### **Omnichannel, Omnipresent**

Your shoppers are accustomed to interacting with brands on their terms, and this applies to the customer service experience as well. A sustainable retailer must offer support options covering the spectrum, from voice to text to email to video to social media to chat.

**Everise is an industry leader in building robust yet economical omnichannel support solutions that connect your brand to your customers, wherever they are.**

### **AI-powered Automation**

When correctly applied, artificial intelligence (AI) dramatically improves the customer experience, both at the point of sale and when your customer seeks support.

**Everise builds multilingual, AI-powered technologies that boost sales – both online and in-store -- while reducing incoming contact volume and squeezing out additional savings behind the scenes through the application of robotic process automation.**

### **Loyalty**

Loyalty programs both keep customers away from your competitors and help you identify and incentivize your most valuable segments. These are vital programs that must be administered adeptly.

**Everise agents manage loyalty transactions for some of the world's best known and respected retail brands, including VIP relations for our partners' highest value customers.**

### **Fluid Scalability**

Retail, maybe more than any other sector, operates at the mercy of the calendar with its surges in demand that are often predictable but occasionally not.

**Everise is expert at nimbly smoothing out these lumps through flexible staffing that maximizes cost economy without sacrificing availability. Cross-training, home-based agents and proprietary queue prediction and management solutions give us an enormous advantage.**

### **Cultural Fluency**

Consumers expect not only outstanding service, but service that adapts to them, culturally. This means interactions with native speakers whose sense of cultural context is complete and leaves the customer feeling truly understood.

**Everise has experience centers on three continents and multilingual hubs in Asia and Europe, in addition to a state-of-the-art facility in Guatemala. Together, these ensure your customers will enjoy brand-defining attention in any of over 20 languages.**

### **Back Office**

The job isn't complete when the call disconnects. Ensuring a truly outstanding customer experience demands quickly seeing the matters raised in each contact through to completion.

**The Everise tech stack is PCI compliant and our agents are trained to swiftly and accurately manage after call work covering payment processing, refunds, exchanges, shipping options and exceptions, and much more.**

# UNIQUE RETAIL CX CHALLENGES WE'VE SOLVED

## Case Study: A successful conversion to outsourcing

### CLIENT

A retail firm ranked second largest in its sector, nationally.

### CHALLENGE

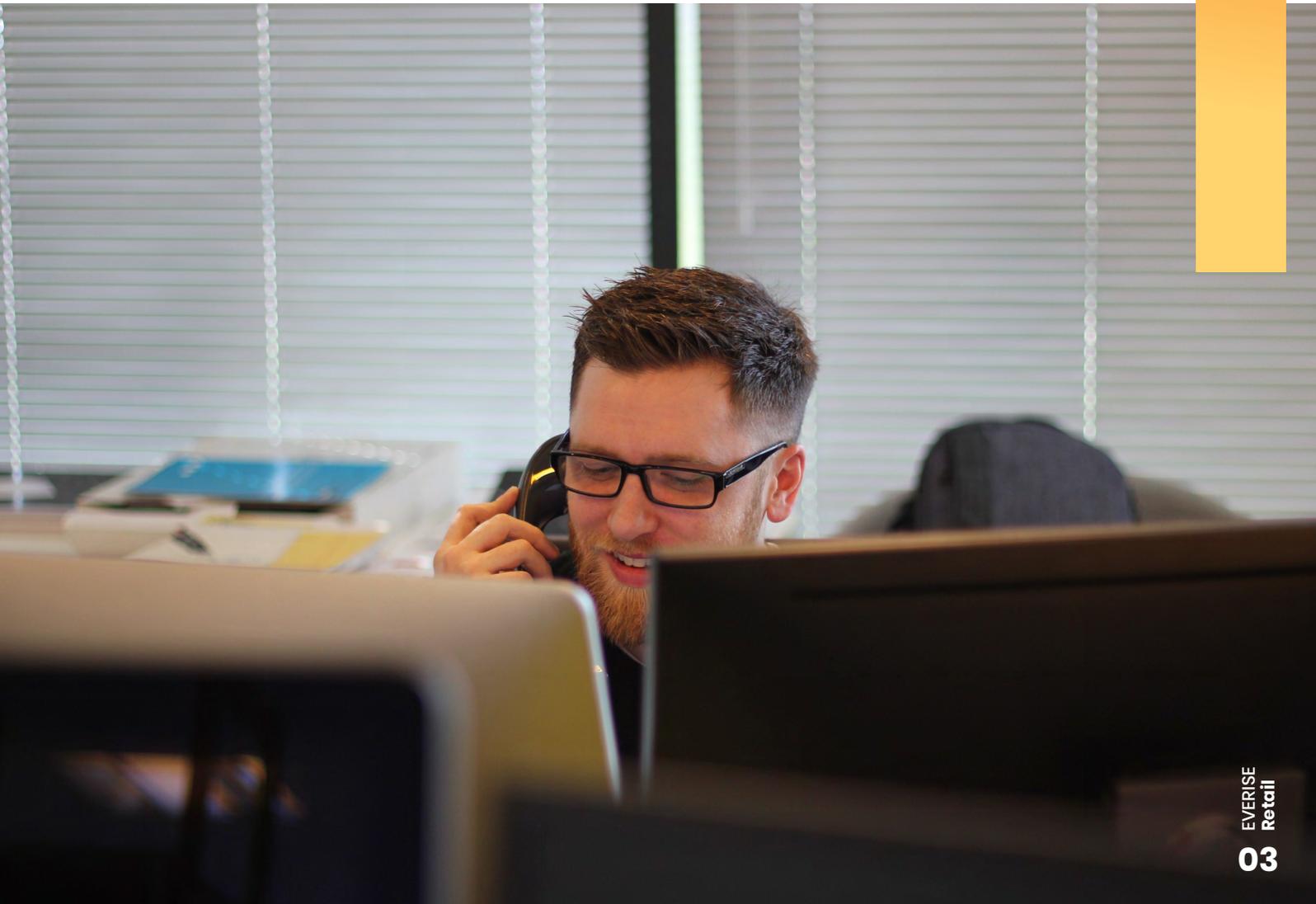
The client sought to realize bottom line cost savings through reduction of internal technology infrastructure, coupled with an improved top line resulting from additional customer up-sales.

### STRATEGY

Everise deployed over 350 English speaking agents – which would grow to 900 – backed by upgraded contact management technology and refined conversion training. These agents also provided customer support and exception handling.

### RESULT

In the first year, our client realized operational savings of 27%, and subsequent technology infrastructure upgrade savings of \$2.5 million – all with no reduction in customer service level.



# Case Study: Leveraging AI to boost sales online and in-store

## CLIENT

One of the fastest growing cellular data and telephony providers in Asia's fastest growing mobile market.

## CHALLENGE

The client needed to educate the market on its various installment plans and financing options – concepts previously foreign to many consumers in the area.

## STRATEGY

Through front-line observation of top performing sales reps, Everise researchers identified the common traits that resulted in both highest sales and best post-sale customer satisfaction. This knowledge formed the foundation of a reverse-engineered, AI-powered experience platform built to guide reps in store and assist consumers online.

This chatbot would present a few simple questions, taking the customer on a self-directed journey culminating in the discovery of their ideal plan.

## SOLUTION

The outcome was the development of a bot fluent in multiple local languages, which used machine learning to present individually optimized plans and seal the deal by sending a personalized plan summary to the customer, while leveraging location detection to then direct them to the nearest retail store. It also helped answer common questions about their unique micro-financing options and complex mobile internet plans.

## RESULT

In just the first 90 days, the Everise solution hosted almost 300,000 conversations, providing 50,000 plan recommendations in the process. This exceeded client expectations eight-fold.



Everise CX elevates retail experiences through innovation in ways larger firms won't and smaller firms can't. Let us extend our culture of continuous improvement to you and your customers.

**CONTACT US  
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