

Enhancing customer experience in eCommerce:

The strategic role of AI in your digital contact center

eCommerce brands are undergoing a landmark transformation—and AI has the potential to fuel your growth and secure your competitive edge.



The problem: Customer experiences that fall short

When eCommerce customers can't get the answers they need through self-service—or escalate to a chat or telephone session—the impact on customer satisfaction, loyalty, and revenue is significant.



2.5-3%

average eCommerce conversion rates

(source: Shopify)

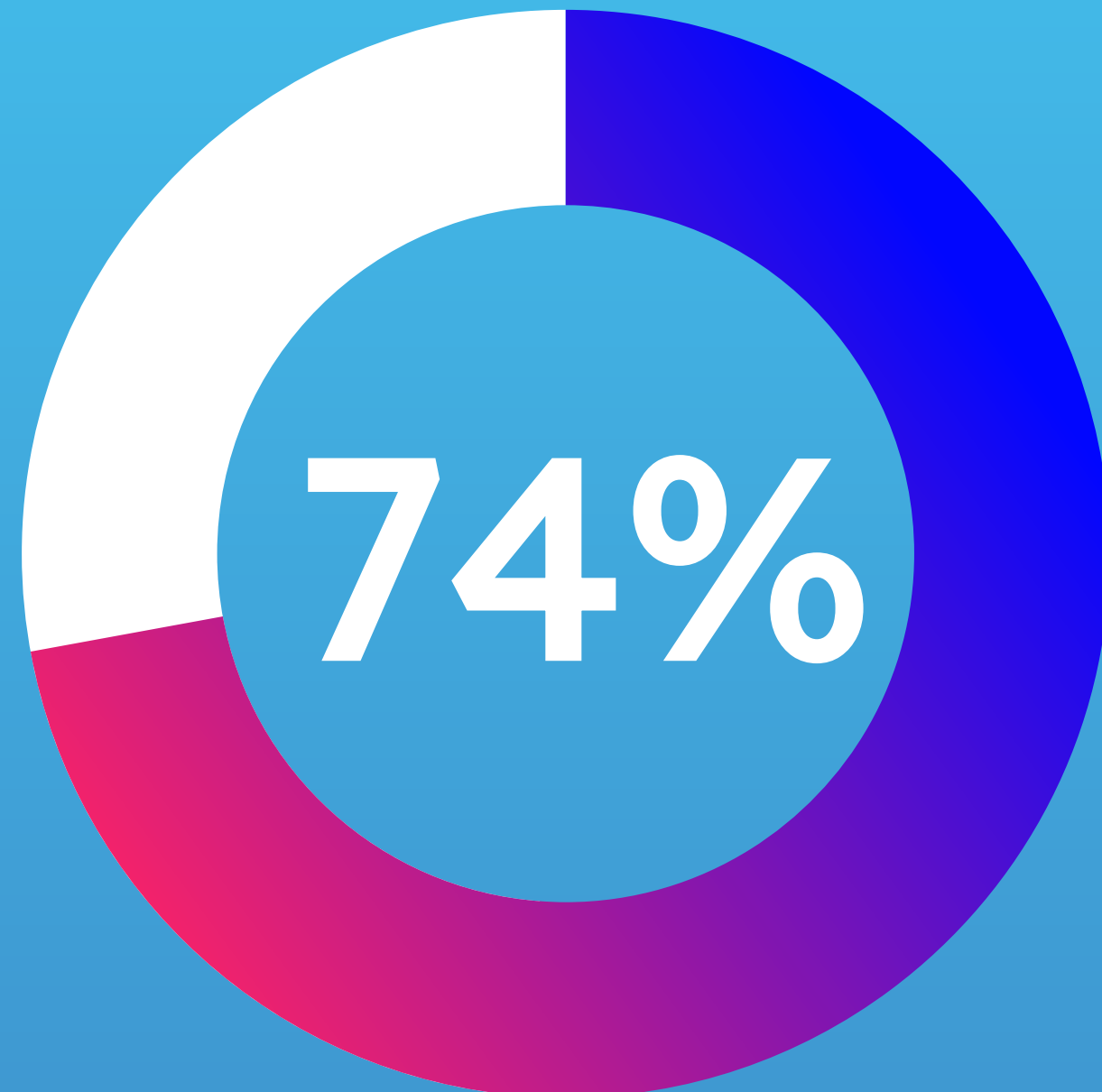


70%

average cart abandonment rate

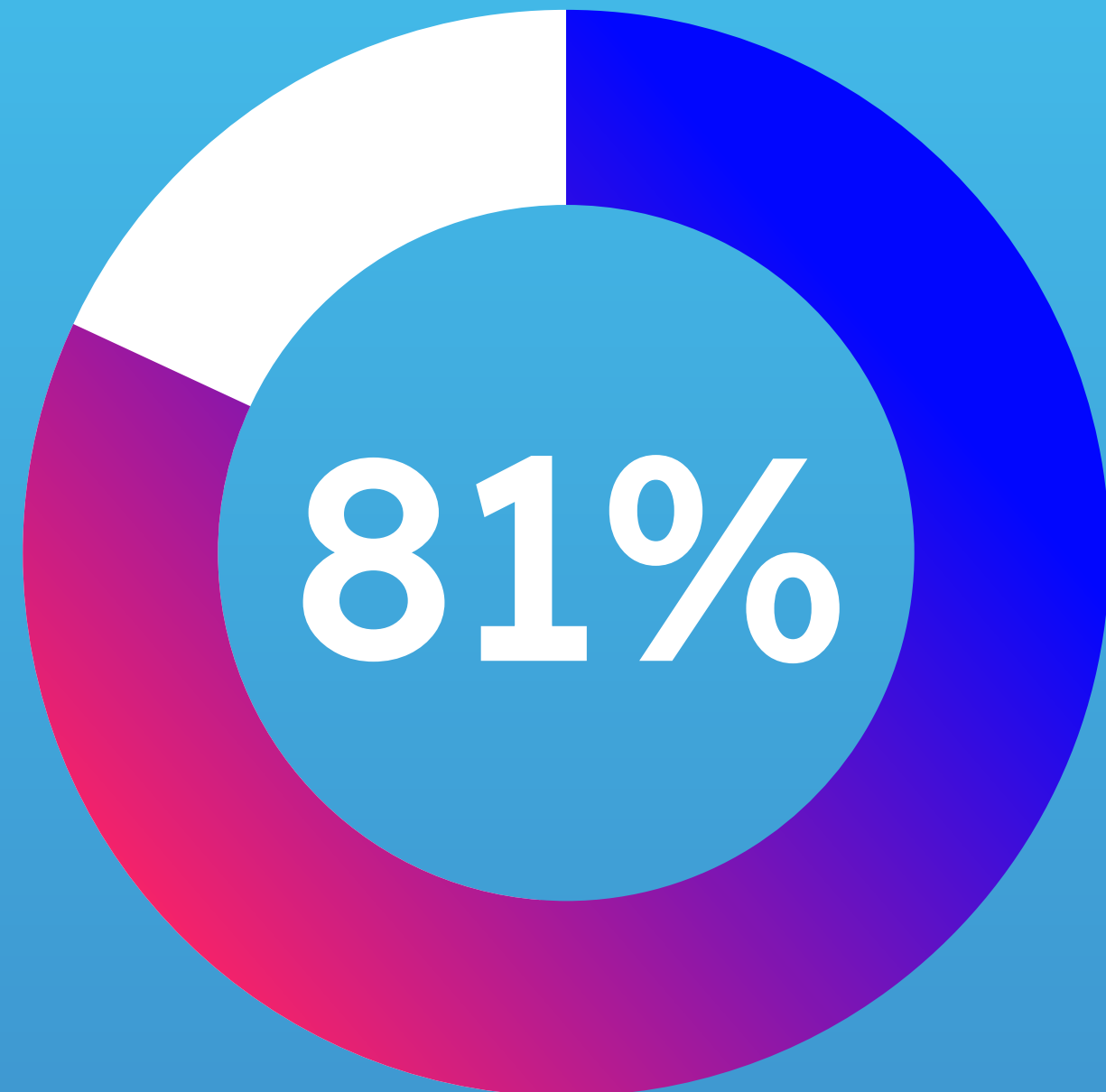
(source: Baymard Institute)

Customers want smart self-service and fast answers...



74% of people prefer using chatbots for answers to straightforward questions

(source: PSFK)



81% of consumers attempt to self-serve before reaching out to customer service teams

(source: HBR)

But the full spectrum of customers is more complex.

Likelihood to give up if self-service doesn't resolve their issue:



38%

of Gen Z and Millennial customers

(source: Gartner)



11%

of Baby Boomers

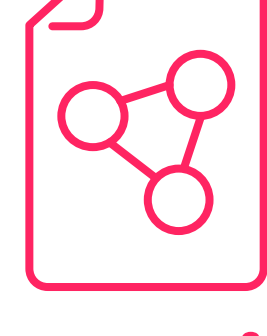
(source: Gartner)

Meeting the needs of all your customers means offering a variety of fast, flexible touchpoints that resolve issues accurately.

The answer: AI-powered customer service

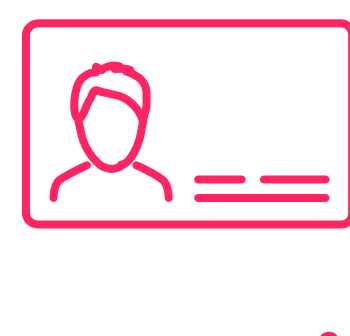
Recent advances in generative AI mean eCommerce brands can deliver highly personalized, highly responsive service without the cost or complexity of a large-scale contact center.

6 ways AI for CX helps eCommerce brands succeed



Proactive engagement

AI can use historical or real-time data to predict and proactively engage based on customer need or effectively guide customers through a mobile or web experience.



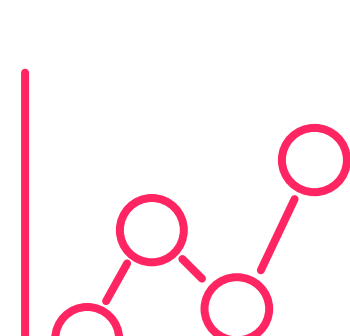
Personalized experiences

AI can learn from customer interactions, sentiment, and other interaction data, providing more individualized experiences over time.



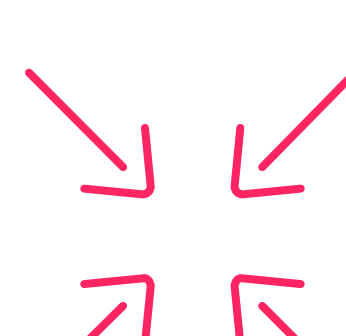
Faster responses

Conversational AI responds immediately and knows when to escalate to a human agent, eliminating the wait times that decrease customer satisfaction.



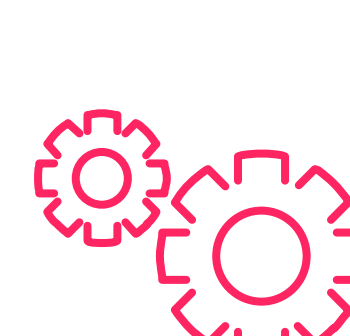
Smart insights

Analyzing customer interaction data, AI can illuminate the trends, issues and opportunities that need your attention and identify new self-service opportunities.



Eliminate data silos

Effective AI supplements your existing customer experience tech stack, working seamlessly alongside your eCommerce platform, ticketing, and order management systems.



Endless scalability

AI maintains smooth operations during peak loads and delivers service on any scale, without the huge cost of staff to support peak times.

The impact of AI on customer experiences

3.5x

increase in customer satisfaction YoY

11.5x

decrease in operational costs YoY

8x

decrease in customer effort YoY

3.3x

increase in customer retention YoY

Getting started with AI for CX



Assess your capabilities

Look at your current processes, technology infrastructure, and staff readiness to adopt and implement AI.

Cloud solutions are an effective way to start using AI for CX immediately without the need to overhaul your infrastructure and systems.



Identify customer friction

81% of consumers want to self-serve [NICE] and 73% of consumers say that valuing their time is the most important thing a company can do to provide good online customer service [Forrester].

Whether it's adding a smarter chatbot, building your knowledge base or implementing proactive outreach, you and your customers will benefit from AI-powered CX services.



Choose the right AI platform for CX

When you select an AI solution, look for a vendor that offers a generative-AI-based self-service solution and a platform that can grow with your business and the changing needs of your customers.

NICE CXone is the industry's most comprehensive CX AI platform, using AI to power smarter self-service with options to grow into voice and other channels over time.

See how NICE helps eCommerce brands embrace AI

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