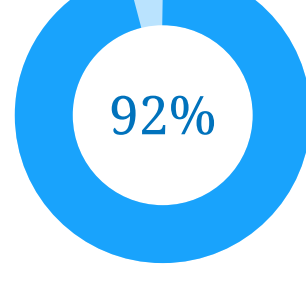
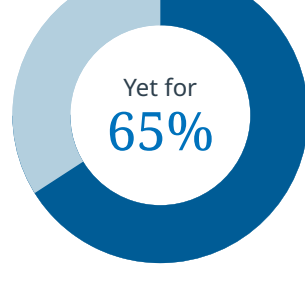


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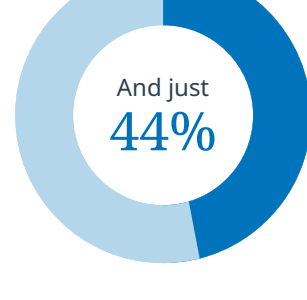
Modernizing retail



of retailers say that improvements to CX have had a direct impact on their **organization's bottom line**; the majority say significantly so.



Yet for **65%** CX is a weak link in their portfolio and this **negatively impacting business success**.



say their **technology strategies** are fully aligned with their CX strategy.

Leave mediocre CX behind and unlock explosive business growth



Inadequate or outdated technology is a top reason for the misalignment of technology and CX strategies.



Retailers that have aligned their CX and business strategies see **digitalization and innovation as their top goal**.



Modernizing digitally

Consumers are gravitating to digital experiences for convenience and ease of use. Retailers need to grasp the opportunity this presents – but it also creates new challenges

>9 in 10 retail enterprises are increasing their **investments in digital technology** to counter current economic pressures.

Top 3

enablers for improving retail CX in the next 3 years



AI will enable proactive and real-time CX

Top 3 benefits of AI automation

- 1 Improved experiences (real-time assistance)
- 2 Improved efficiency (process automation)
- 3 Cost reduction

Improved personalization is the top outcome achieved from investing in AI.

It's driving retailers to accelerate AI deployments

	Now	By 2026	Growth
AI/ML powered virtual assistants/bots	37%	94%	57%
Machine learning (AI-powered technologies, predictive analytics, IoT, etc.)	46%	93%	47%
Virtual/augmented reality	28%	91%	63%
Hyperautomation	35%	90%	55%

61% say that AI solutions for CX are **meeting expectations**; 21% say the solution has surpassed expectations.

Top 2 issues affecting AI

- 1 **Respect of privacy (incl. user consent)**
- 2 **Ethics and discrimination**

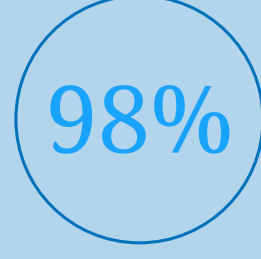


Nearly 3 in 4

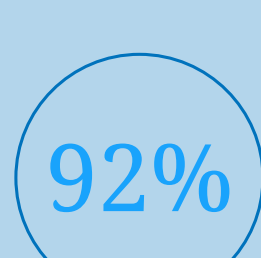
retailers are leaning on a third party to help manage their automated CX services, including their AI needs.

AI will enable predictive analytics that will reimagine retail

Insights will get more scientific and proactive through the use of predictive analytics.



of retail enterprises say **demand for personalized CX** is driving the rapid integration of touchpoints that **unite real-time customer data with AI and analytics**.



agree that predictive analytics is critical to establish **performance insights and anticipate future operational needs**.



use predictive analytics to **collect and interpret customer and employee data**.

Retailers are turning to cloud to enable their digitalization efforts

The **ability to test new ideas and functionality** without needing IT support is the top benefit of cloud technologies in CX.



Enabling hybrid work in a digital world

The drive for digital migration that support models in physical and virtual realms

72% of retail businesses believe that **human-led support remains a critical** channel option and sends a valuable brand message to customers.

93% agree that evolving (hybrid) work models are **driving new technology demands**.

Top 2 priorities to enabling modern EX strategies in retail

- 1 **Hybrid and flexible working**
- 2 **Digital workplace (improving efficiency/productivity)**

95%

say hybrid working has **accelerated a need for application and device management tools** across mobile devices.



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