

INDUSTRY BRIEF

CLARABRIDGE FOR RETAIL

WHAT IS CLARABRIDGE FOR RETAIL?

Whether your retail business can be described as high-end, discount or seasonal, Clarabridge for Retail provides comprehensive analysis of feedback from every point of the customer journey.

Modern consumers demand interaction and engagement on their terms and want to choose among the channels they can use to interact with brands. Our solution integrates omni-channel findings from voice transcriptions, agent notes, emails, chats, surveys, ratings and reviews, social media and online communities to help your company determine what customers like and dislike as well as why they feel the way they do.

Clarabridge for Retail offers store, regional and global managers with customer-centric insights to make sure your brand's customer experience is working in your favor.

Customer Use Cases

Brand Equity and Identity

- ✓ Consumer Lifestyle Perception (health, diet, style, other market-based persona trends)
- ✓ Consumer Perception of Brand Quality
- ✓ Consumer Perception of Product Value (premium vs. budget)

Store Operations and Experience

- ✓ Service Interactions (staff knowledge, responsiveness, friendliness)
- ✓ Finding Merchandise & Stock Availability
- ✓ Store Condition (clean, organized, inviting)
- ✓ Checkout Process and Speed

Digital Experience and Shopping

- ✓ Site Performance (browser optimization, bugs, navigation)
- ✓ Checkout and Payment (shopping cart, credit card processing, confirmation, returns)
- ✓ Product Photos & Details (meets expectations)

Product Quality

- ✓ Product Development and Design
- ✓ Product Photos, Details, Packaging and Value
- ✓ Product Defect and Feature (by SKU)

Product Fulfillment

- ✓ Order Accuracy (product, size, color, quantity)
- ✓ Shipping & Delivery (speed, condition, on-time)
- ✓ Tracking Order Status
- ✓ Fulfillment Staff (quality, friendliness, professionalism)
- ✓ BOPUS (buy online, pick up in store)

CLARABRIDGE FOR RETAIL IMPROVES EFFICIENCY IN THE CONTACT CENTER

- ✓ IVR Pain
- ✓ QM/Agent Coaching
- ✓ Channel Switching
- ✓ Self-Service / Deflection
- ✓ Upsell Opportunities
- ✓ Churn Detection
- ✓ Chatbot Pain
- ✓ First Call Resolution

VALUE OF THE CLARABRIDGE SOLUTION

“People make emotional decisions when buying and choosing a brand. If you want to be successful, you have to analyze data and look at elements such as what time products are bought and how much is paid for them. At the same time, you have to pay attention to the feelings and emotions of the buyer to see everything in context.”

—Fabrice Martin, Chief Product Officer

Unlike many of our competitors who focus on Natural Language Processing (NLP), Clarabridge uses AI-powered Natural Language Understanding (NLU) technology to not only understand sentences in terms of content but also in terms of interpretation. Our solution analyzes customer emotion, effort, intent and sentiment to examine the reasons why customers embrace certain attitudes, motivations and behaviors.

Clarabridge helps retail businesses make sure they have the right product at the right place at the right time. It identifies opportunities to improve store operations and reduce inefficiencies and to reduce risk around fraud and returns. With the option to manage feedback around mergers and acquisition, crises like product recalls or special events like Black Friday or Cyber Monday, Clarabridge positions your business to successfully navigate the unique situations retailers face in today’s market.

Clarabridge also enables retailers to:

- ✓ Give corporate headquarters an overview of what is happening at your stores while also providing individual store and department managers with specific, actionable feedback
- ✓ Measure customer reaction to the user interface and the fulfillment process to make online shopping a seamless experience
- ✓ Identify self-service opportunities (like FAQs) to deflect customer service and support calls
- ✓ Track the effectiveness of campaigns, promotions and discounts
- ✓ Engage with customers through social media in near real-time to resolve issues and build loyal, vibrant communities
- ✓ Build and implement point-of-sale and after-sale satisfaction surveys to collect specific feedback

▶ TOP RETAILERS USE CLARABRIDGE



Vera Bradley



Walmart 

Crate&Barrel



 wayfair®