

The future of CX in **retail & e-commerce**

Unlock growth with Tata Communications
Customer Interaction Suite (CIS)



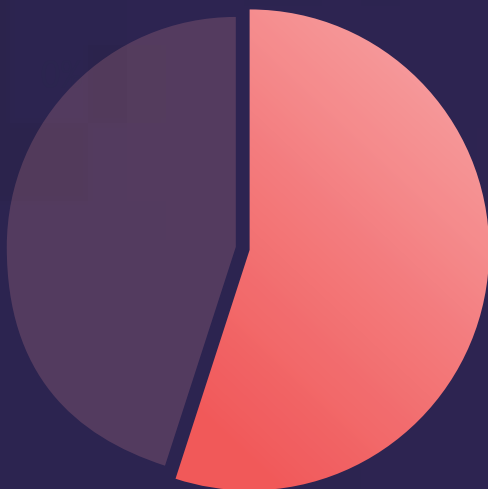
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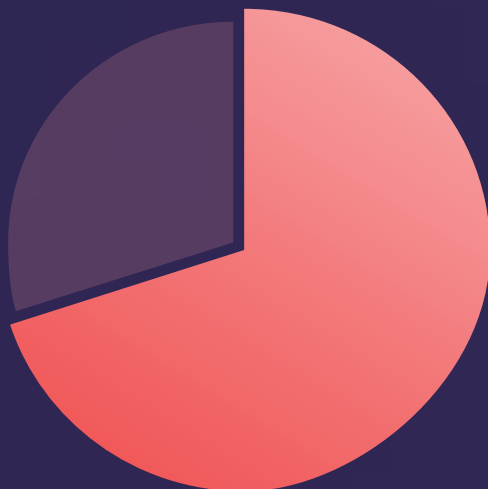
Strategic importance of CX in retail & e-commerce

From transactions to experiences: CX as the growth engine in retail & e-commerce



52%
of consumers say they stopped buying from a brand because they had a bad experience with its products or services

Source: PwC 2025 Customer Experience Survey



73%
of consumers say customer experience is an important factor in their purchasing decisions

Source: PwC reporting on CX and purchasing priorities



Primary market differentiator
In an environment of commoditised products and constant price competition, customer experience has become the key battleground for loyalty, brand preference, and sustainable growth



Direct driver of growth & profitability
Seamless, personalised shopping journeys increase conversion rates, basket sizes, repeat purchases, and customer advocacy



Rising customer expectations
Today's shoppers demand instant gratification, effortless omnichannel experiences, and highly tailored engagement at every touchpoint



Loyalty & lifetime value
Ongoing innovation powered by AI, analytics, and omnichannel engagement transforms one-time buyers into loyal brand advocates and maximises lifetime value

Strategy

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Key components of effective CX management in retail & e-commerce

These are the **foundational building blocks** required to deliver consistent, scalable, and reliable customer experiences today

Omnichannel execution

Seamless interactions across web, app, social, store, marketplaces, and contact centres with no broken handoffs



Journey orchestration

Visibility and optimisation across discovery, cart, checkout, fulfilment, post-purchase, and loyalty



Employee empowerment

Real-time insights and tools for associates and agents to resolve issues faster and serve better



Intelligent automation

AI-powered automation across discovery, orders, fraud, refunds, and customer support



Data-driven personalisation

Real-time targeting based on behaviour, transactions, loyalty, and intent signals



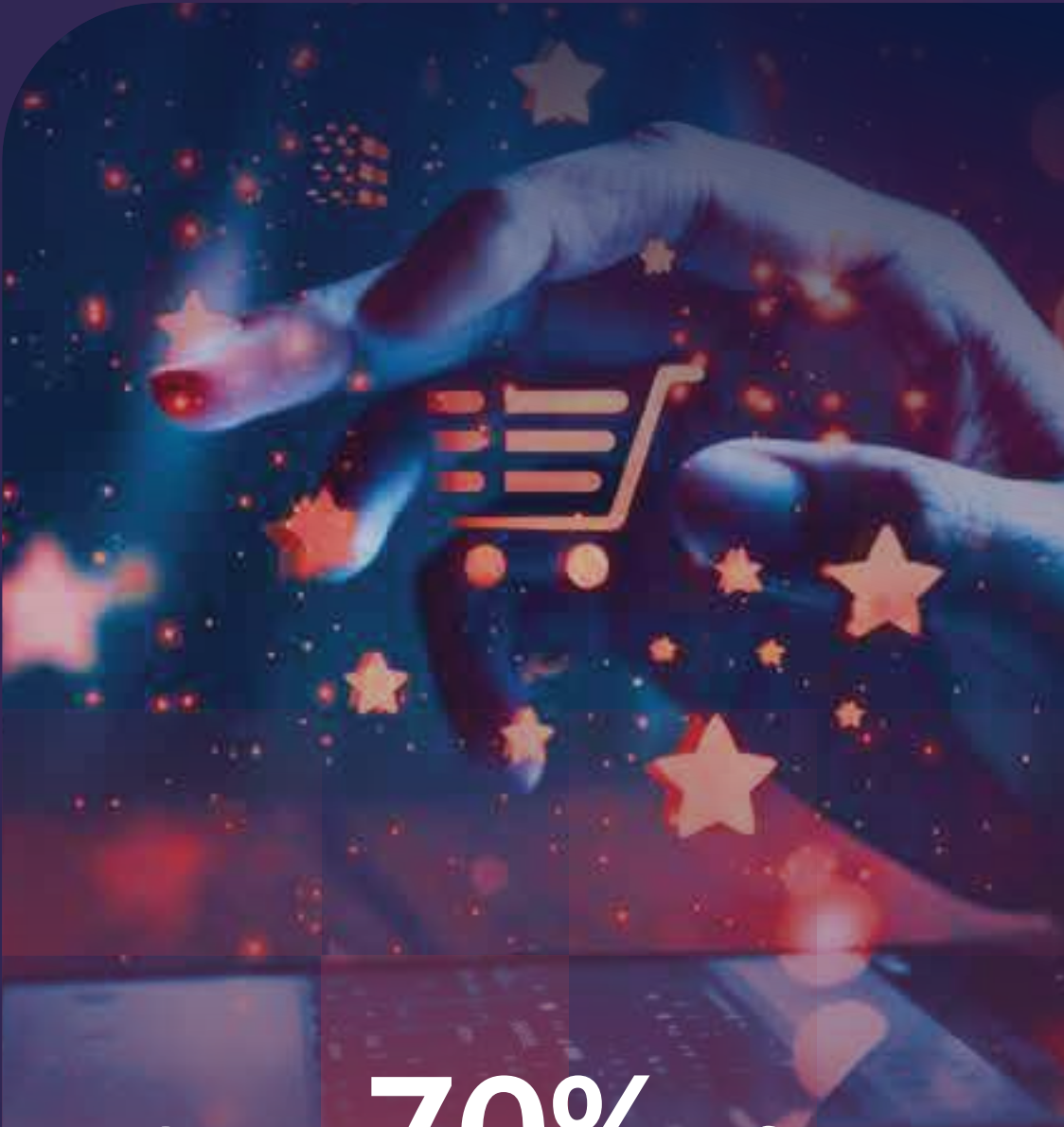
Unified Customer Data

A single, trusted customer view combining transactions, interactions, service, and behaviour



Security, privacy & compliance

Payments, consent, data protection, and regulatory compliance built into CX operations



Over **70%** of CX leaders struggle to design programs that actually boost loyalty and deliver business results

Source: Gartner

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Core enterprise challenges in retail & e-commerce

(Why most companies still miss the mark)

Retailers face rising complexity while customer expectations for speed, personalisation, and transparency continue to grow



Fragmented journeys

Disconnected digital, store, delivery, and support experiences



Personalisation at scale

True 1:1 experiences are hard to deliver without advanced AI



Siloed systems & data

OMS, CRM, ERP, payments, and logistics lack real-time integration



Silent churn & trust risk

Cart abandonment, fraud, and disputes erode revenue and loyalty



Rising service costs

High volumes from tracking, delays, returns, and refunds pressure margins



Low operational agility

Promotions and demand spikes strain systems and teams



Limited real-time visibility

Poor inventory and order insight leads to customer frustration

73%

of purchasing decisions hinge on customer experience

Source: [SuperOffice](#)

Quick issue resolution boosts retention by

2.4x

Source: [Zendesk](#)

86%

of customers will pay more for a great experience

Source: [SuperOffice](#)

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Future of CX in retail & e-commerce

From carts to connections: CX as the growth engine in retail & e-commerce

91% of retail IT leaders will prioritise AI by 2026, making it the foundation for next-generation CX

Source: [Gartner](#)

Key shifts shaping the future of CX

These shifts represent how CX is evolving—from managed experiences to autonomous, predictive, and growth-driven ecosystems



Predictive & proactive CX

AI anticipates customer needs and resolves issues before they surface



True 1:1 experiences

Hyper-personalised journeys that adapt in real time for every individual



Autonomous CX operations

Agentic AI handles routine interactions while humans focus on complex, high-value moments



Conversational-first commerce

Messaging and voice become primary engagement and transaction channels



Unified phygital experiences

Context-aware journeys that flow naturally between digital and physical environments



Trust-led experience design

Privacy, security, and ethical AI as core brand differentiators



CX as the growth engine

Experience moves from a support function to the primary driver of loyalty and revenue

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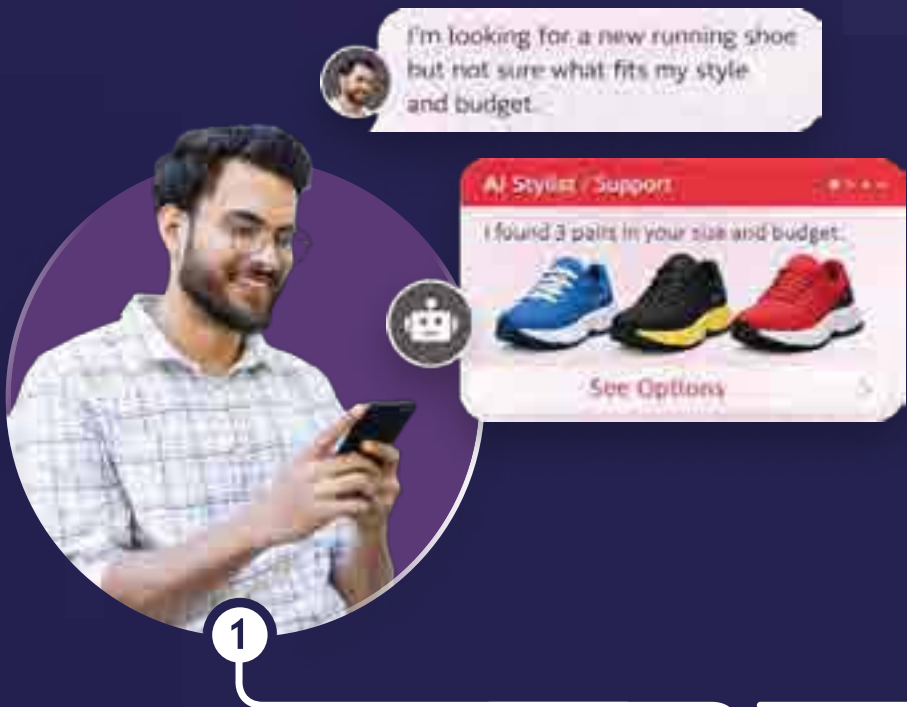
Challenges

Use Cases

Use cases

Awareness & discovery

Show the right product, at the right moment



1

Fulfilment & delivery

Lets deliver what customers expect



3

Loyalty & retention

Reward loyalty. Grow lifetime value.



5

Purchase & conversion

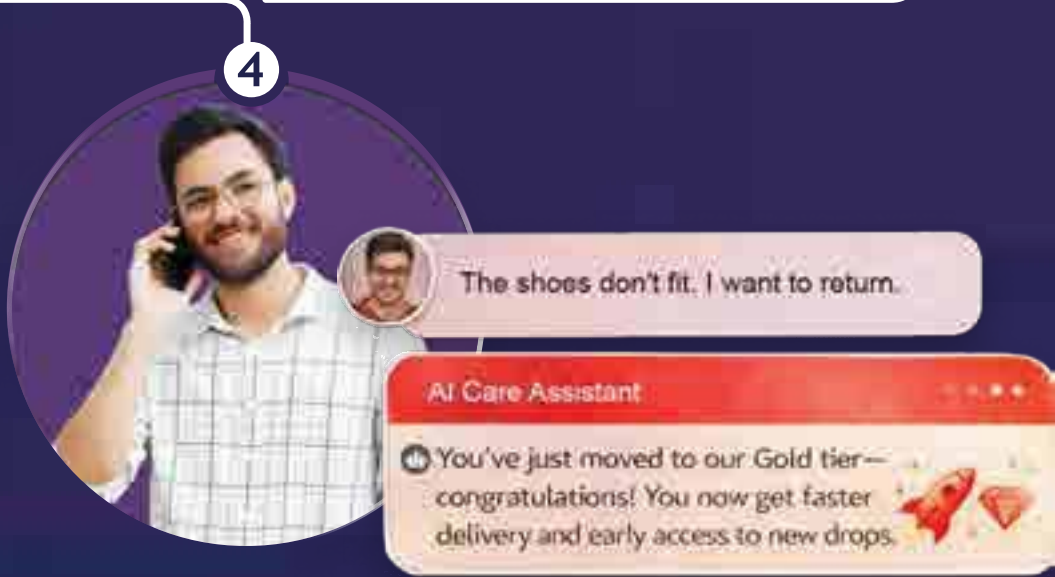
Make buying effortless—and confident



2

Post-purchase support & returns

Fix issues fast. Keep trust intact.



4

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Awareness & discovery

Product recommender



Voice product discovery



Virtual stylist / advisor bot



AI-powered discovery campaigns



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Product recommender

Challenges

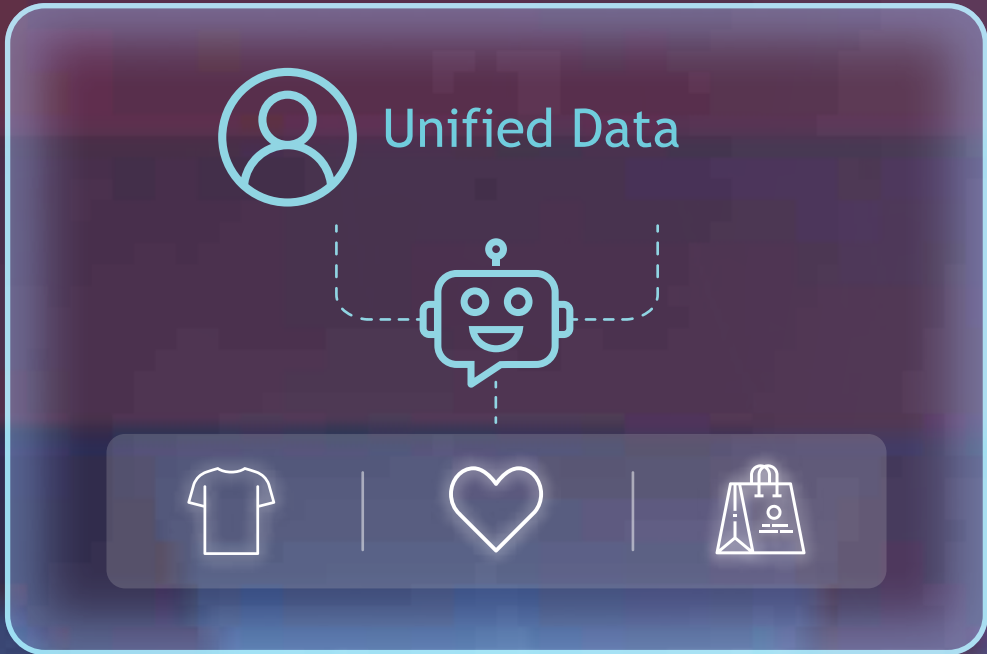
- Generic recommendations reduce engagement
- Fragmented customer data leads to poor personalisation

Solution

- **Composable CDP** unifies behavioral, transactional, and location data in real time
- **Agentic AI** curates personalised product suggestions dynamically
- **Single pane of glass** gives associates instant visibility into customer context

Business impact

- 25-40% higher discovery-to-purchase conversion
- Higher Average Order Value (AOV)
- Improved customer engagement



Voice product discovery

Challenges

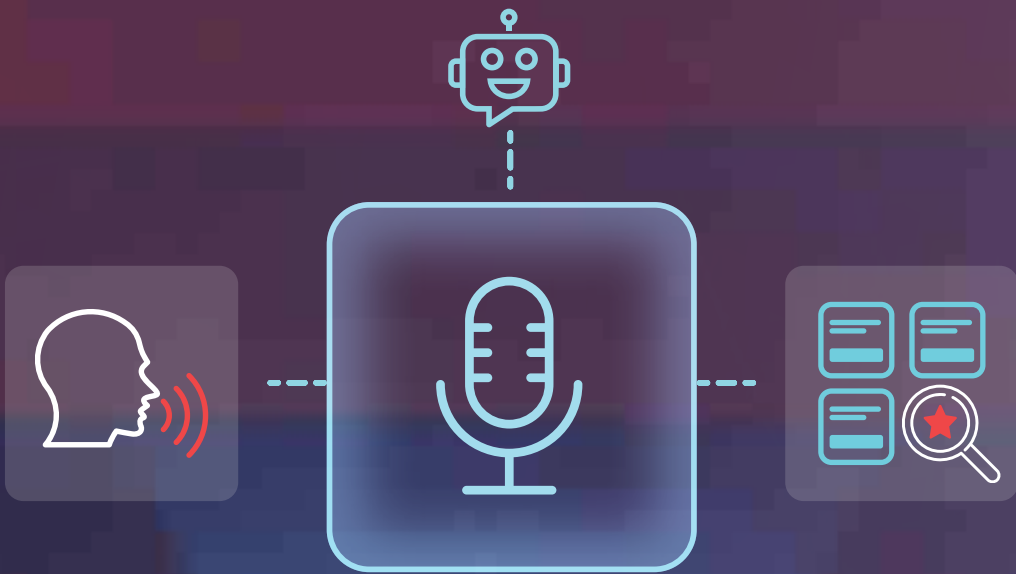
- Typing-based search creates friction
- Accessibility gaps limit hands-free and voice-first users

Solution

- **Voice AI** enables natural, multilingual product queries
- **Agentic AI** interprets intent to surface relevant SKUs and content
- **Omnichannel journeys** syncs voice search results across app and web

Business impact

- 30% faster product discovery
- Higher search-to-cart conversion
- Improved accessibility and inclusivity



Virtual stylist / advisor bot

Challenges

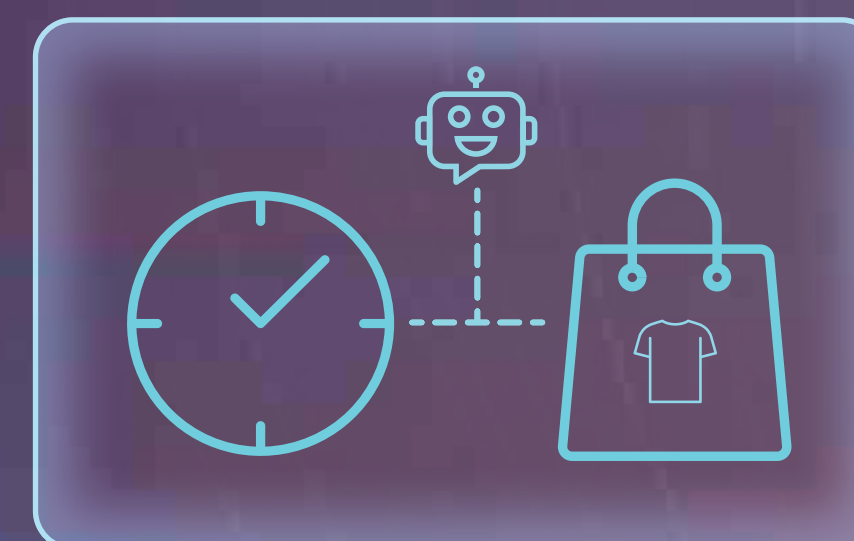
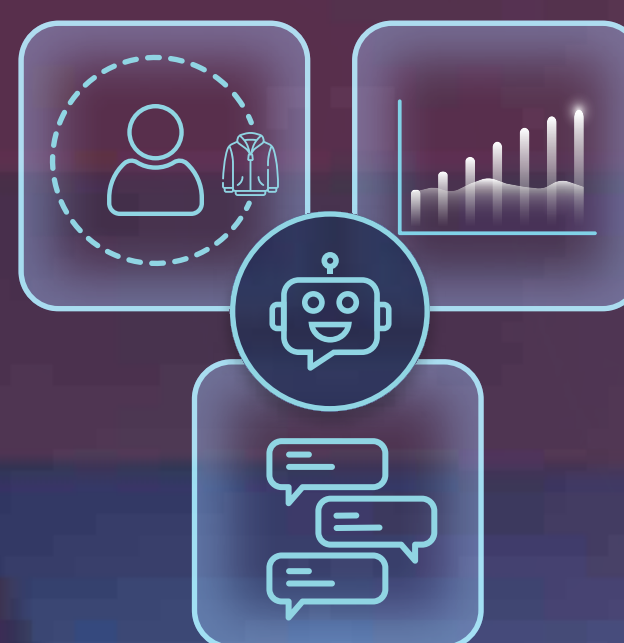
- Customers struggle to visualise fit, style, or suitable options
- Human advisors cannot scale across all customer interactions

Solution

- **Agentic AI worker** acts as a personalised stylist using customer CDP profiles
- **Marketing automation** powers contextual follow-ups with curated looks
- **Analytics & insights** refine styling logic using purchase feedback

Business impact

- 2× increase in engagement time
- 15-25% uplift in basket size
- Reduced return rates due to better product fit



AI-powered discovery campaigns

Challenges

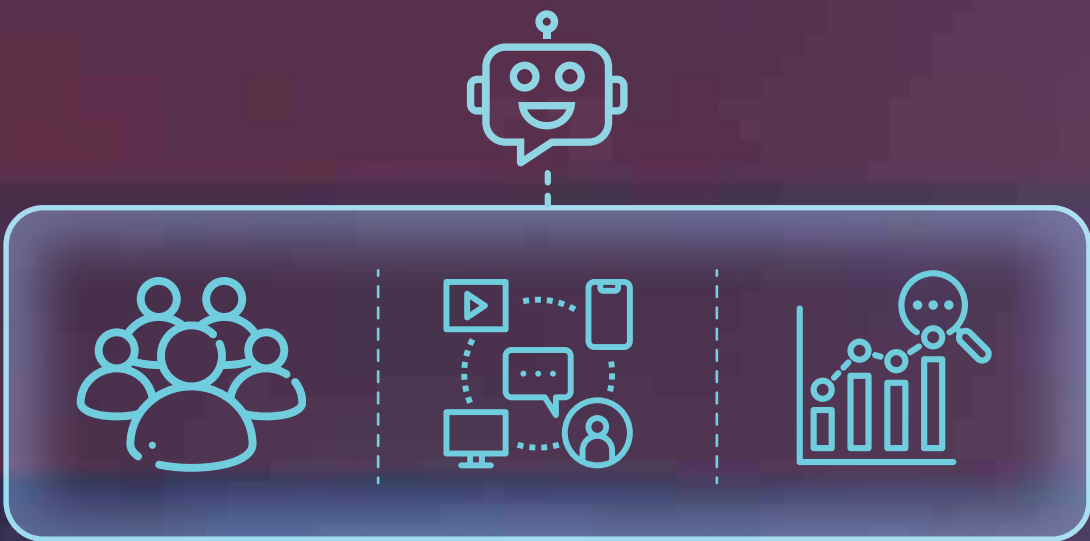
- Generic acquisition campaigns fail to engage the right audiences
- Poor targeting leads to low-quality leads

Solution

- **Agentic AI** intelligently segments and targets audiences in real time
- **Marketing automation** orchestrates personalised campaigns across channels
- **Analytics & insights** continuously refine campaign performance and messaging

Business impact

- Higher click-through rates (CTR)
- Better lead quality
- Improved acquisition ROI



Purchase & conversion

Smart checkout
(scan & go)



Cart abandonment
with contextual
offers



Voice-assisted
checkout



AI-powered
cross-sell & upsell



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Smart checkout (scan & go)

Challenges

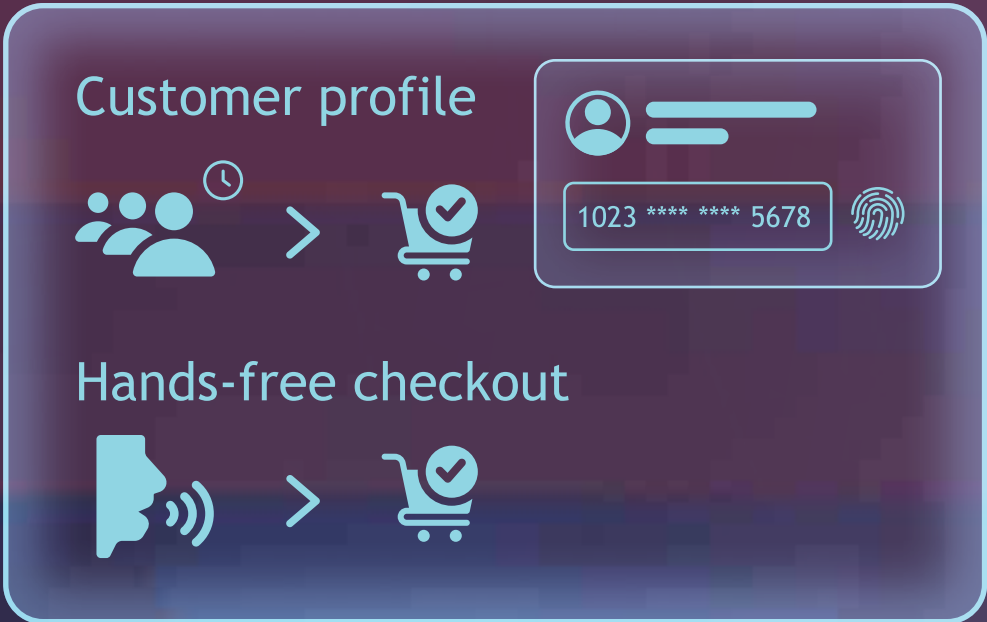
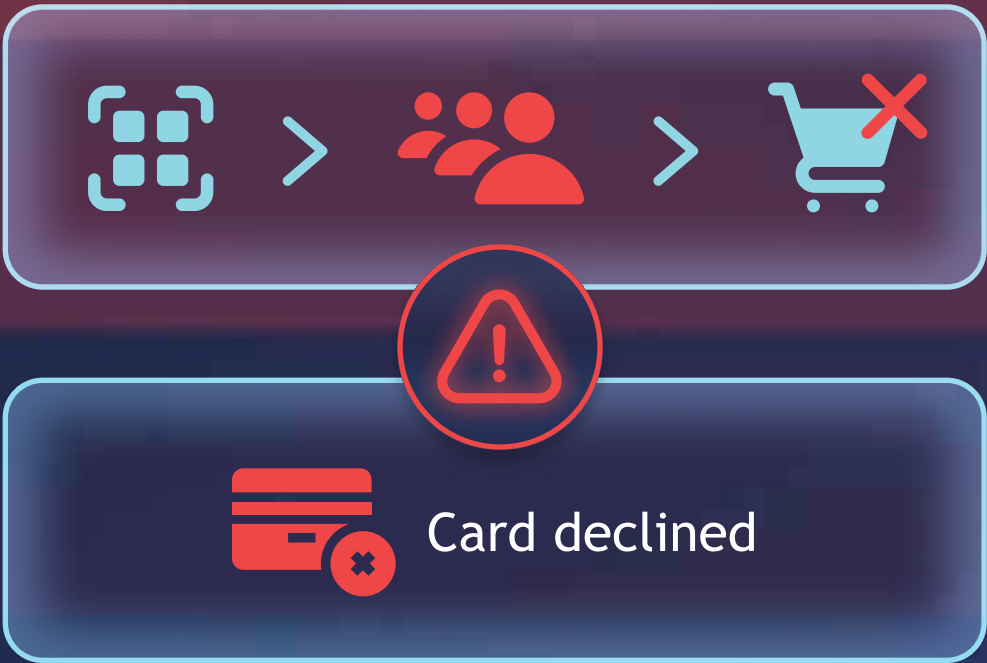
- Long checkout queues cause cart abandonment
- Payment steps lack personalisation or cross-sell triggers

Solution

- **Composable CDP** and **CIS capabilities** integrate identity and payment preferences
- **Agentic AI** automates checkout flows and recommends relevant add-ons
- **Voice AI** supports hands-free authentication

Business impact

- 40% reduction in checkout time
- Higher throughput during peak hours
- Improved CX satisfaction scores



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Cart abandonment with contextual offers

Challenges

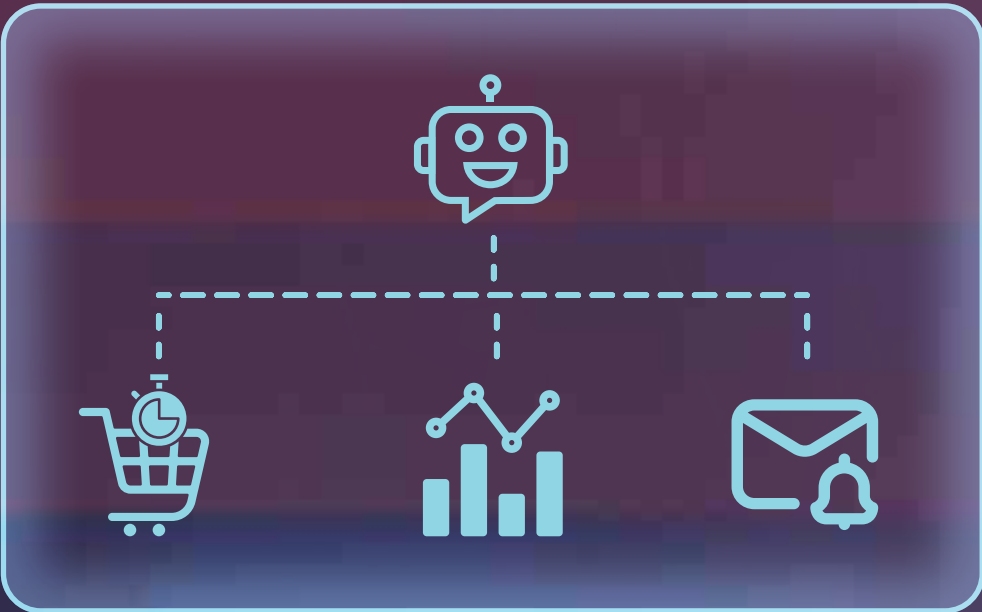
- 60-70% cart abandonment due to indecision and poor follow-ups
- Generic remarketing fails to re-engage customers

Solution

- **Agentic AI** predicts drop-off intent in real time
- **Real-time CDP** personalises offers based on customer behavior
- **Campaign automation** triggers timely, contextual recovery messages

Business impact

- 20-35% cart recovery rate
- Higher remarketing ROI
- Reduced purchase drop-offs



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Voice-assisted checkout

Challenges

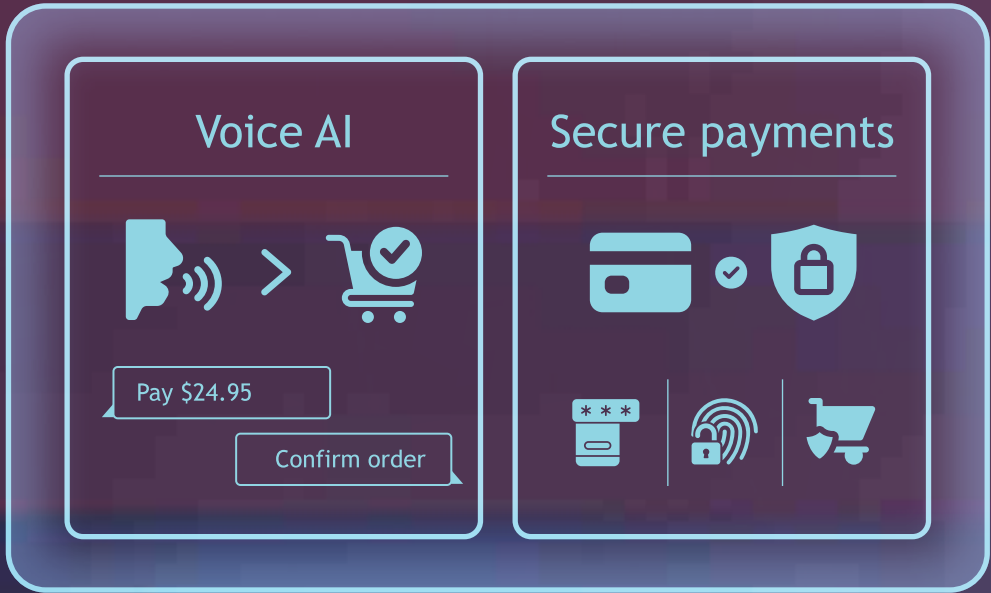
- Complex checkout flows on mobile reduce conversion
- Accessibility gaps limit hands-free users

Solution

- **Voice AI** enables hands-free checkout using natural language
- **Secure payments** authenticate and process transactions safely

Business impact

- Higher assisted conversion rates
- Faster checkout experience
- Improved accessibility and inclusivity



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AI-powered upsell & cross-sell

Challenges

- Missed revenue opportunities at the point of purchase
- Static product recommendations lack relevance

Solution

- **Real-time recommendation AI** suggests relevant add-ons dynamically
- **Context-aware algorithms** personalise bundles at checkout

Business impact

- Increased order size
- Higher Average Order Value (AOV)
- Improved purchase relevance



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Fulfilment & delivery

Real-time shipping notifications



Delivery preference & order control

Interactive unboxing & setup guides



Proactive installation support



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Real-time shipping notifications

Challenges

- High “Where is my order?” (WISMO) call volumes
- Customers lack real-time visibility into delivery status

Solution

- **Omnichannel journeys** deliver real-time updates across SMS, chat, and app
- **Predictive AI** provides proactive shipment and delivery alerts
- **Logistics systems** stay continuously synchronised with customer touchpoints

Business impact

- 25% reduction in WISMO calls
- Improved delivery transparency
- Higher post-purchase satisfaction



Delivery preference & order control

Challenges

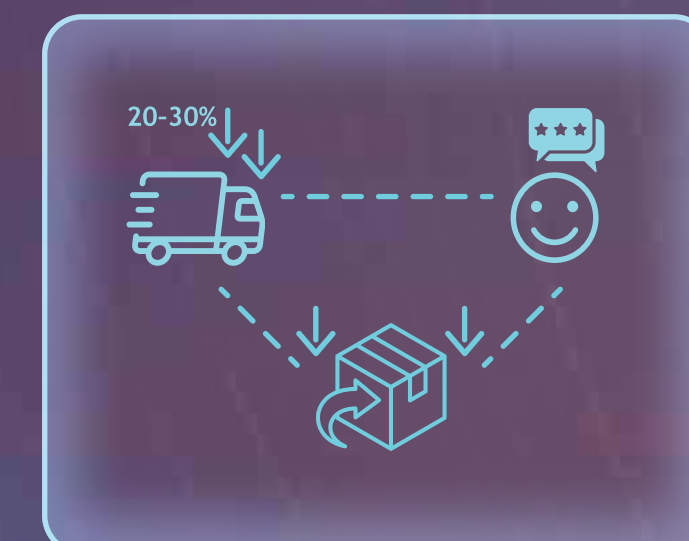
- Incorrect delivery details lead to failed deliveries
- Limited customer control increases cancellations

Solution

- **Agentic AI** enables a pre-dispatch, time-bound confirmation flow
- **Voice AI**, **Chat**, and **Messaging** allow customers to review and update delivery preferences hands-free
- **Intelligent Care** synchronises changes across fulfilment and logistics systems in real time

Business impact

- 20-30% reduction in failed delivery attempts
- Lower order cancellations and return rates
- Improved delivery success rates and customer confidence



Interactive unboxing & setup guides

Challenges

- Customers face setup challenges after delivery
- Poor onboarding leads to higher early-stage returns

Solution

- **Intelligent Care** adapts guidance based on user behaviour
- **AR and video-based AI** guides deliver step-by-step setup assistance
- **Voice Assistant** provides hands-free, real-time instructions

Business impact

- 30% reduction in product returns
- Improved first-use satisfaction
- Lower post-delivery support costs



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Proactive installation support

Challenges

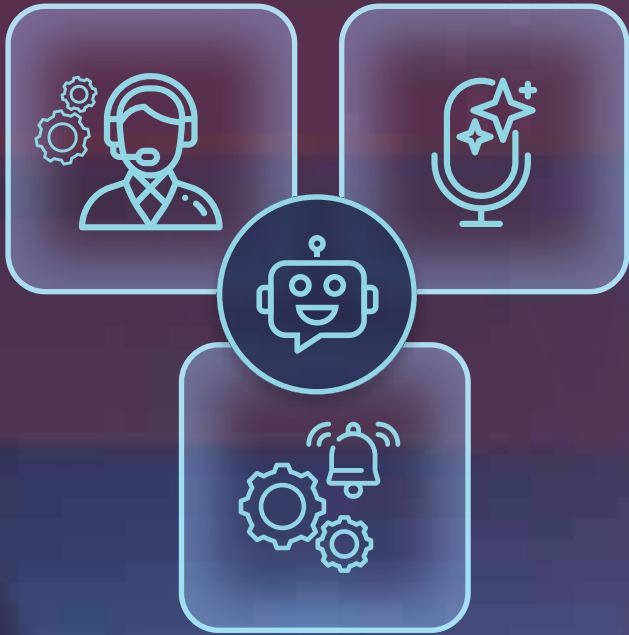
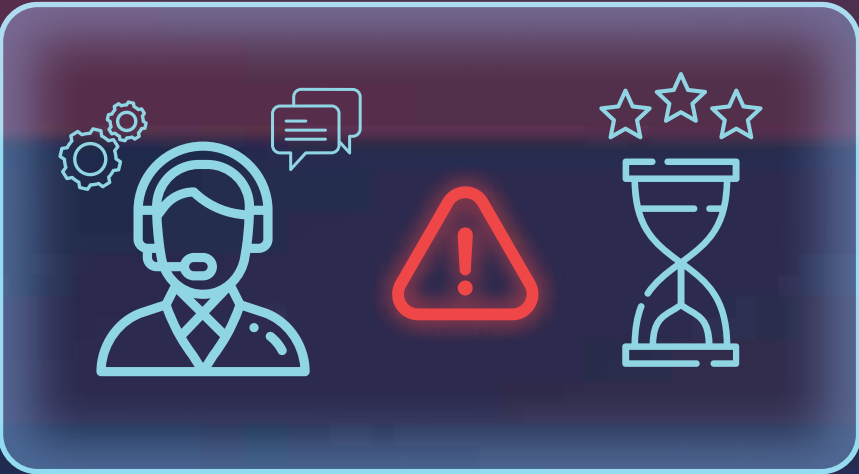
- Manual setup assistance is slow and dependency heavy
- Delayed activation impacts customer experience

Solution

- **Intelligent Care** automates installation workflows
- **Voice AI** guides customers through activation in real time
- **Proactive triggers** initiate support before customers raise issues

Business impact

- Faster product activation
- Reduced installation-related support effort
- Improved early-stage customer confidence



Post-purchase support & returns

Automated returns (self-service)



Sentiment-based agent routing



AI-powered self-service support



Proactive issue detection



The shoes doesn't fit. I want to return.

AI Care Assistant

You've just moved to our Gold tier—congratulations! You now get faster delivery and early access to new drops.



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Automated returns (self-service)

Challenges

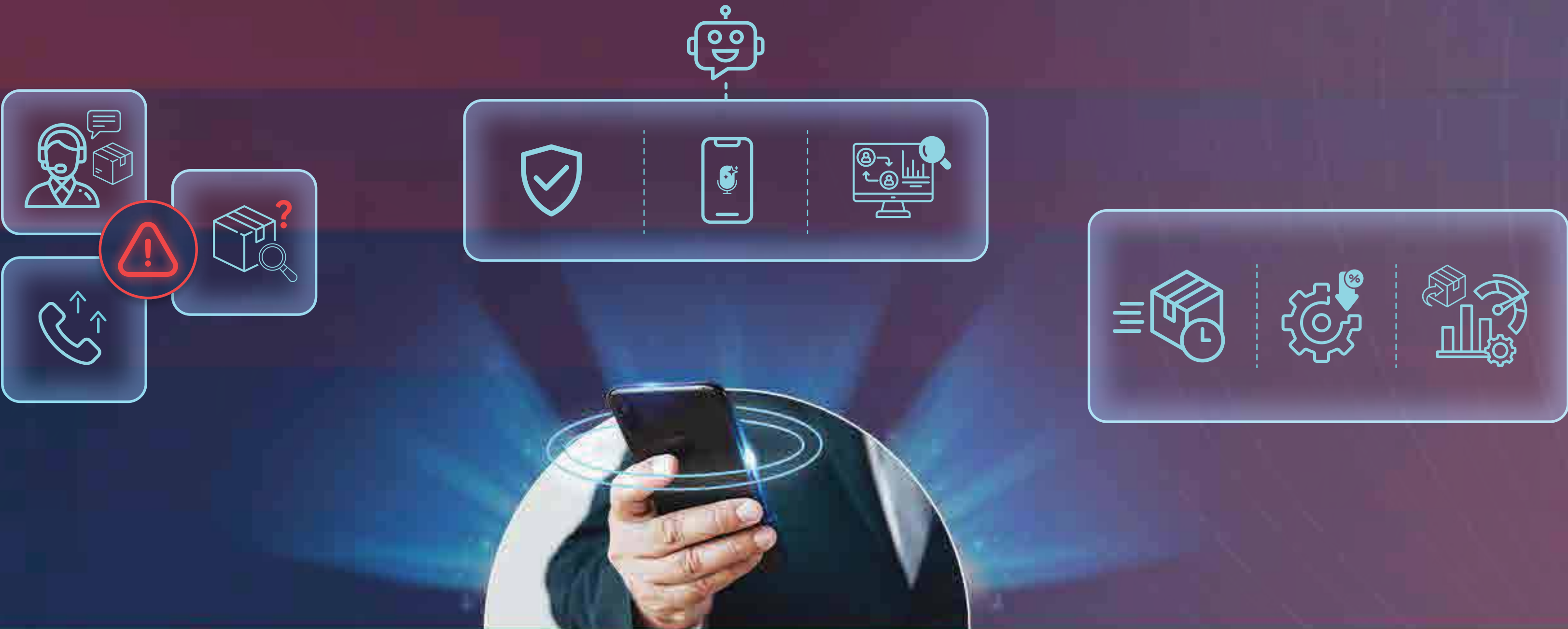
- Manual return handling increases wait times and call volumes
- Lack of visibility into return status frustrates customers

Solution

- **Agentic AI** automates return eligibility checks
- **Voice AI & Chatbot** guide customers through self-service workflows
- **Single pane of glass** unifies return and purchase history for agents

Business impact

- 40% faster return cycle
- Lower operational costs
- Improved post-return satisfaction



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Sentiment-based agent routing

Challenges

- Customers routed incorrectly, increasing handling time
- Negative sentiment not flagged early

Solution

- **Agentic AI** analyses real-time sentiment and intent
- **CIS Capabilities** ensure secure, contextual routing to best-suited agents
- **Single pane of glass** provides full context for seamless handoff

Business impact

- 25% reduction in AHT (Average Handling Time)
- Improved FCR (First Contact Resolution)
- Stronger customer trust and NPS

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AI-powered self-service support

Challenges

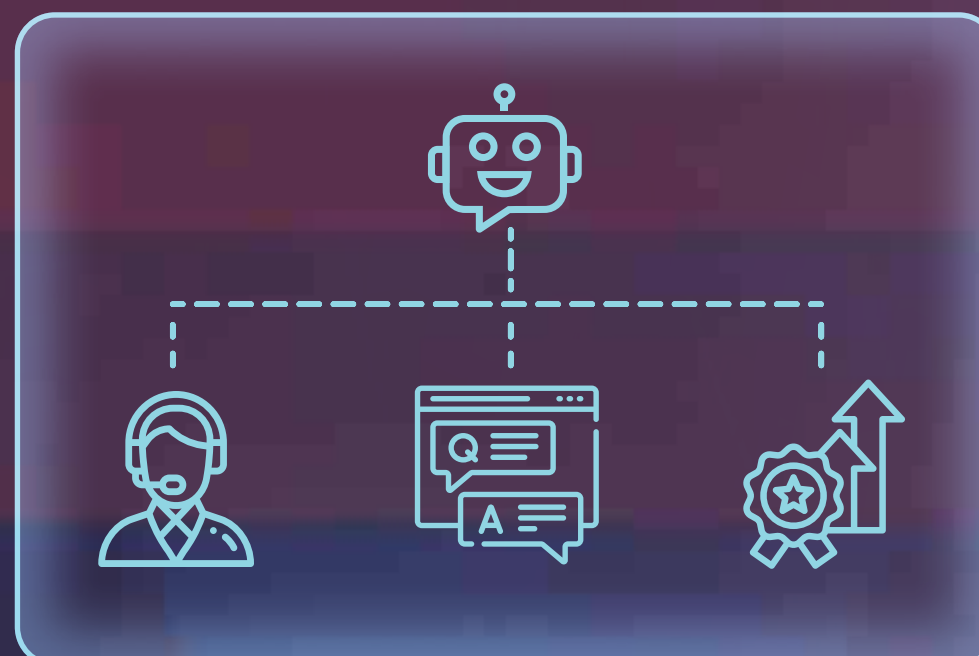
- High inbound call volumes overload support teams
- Customers face delays for basic queries and FAQs

Solution

- **Conversational AI** provides instant, 24/7 self-service support
- **Knowledge AI** delivers accurate answers across channels
- **Continuous learning** improves response quality over time

Business impact

- Reduced support load.
- Faster issue resolution.
- Improved customer satisfaction



Proactive issue detection

Challenges

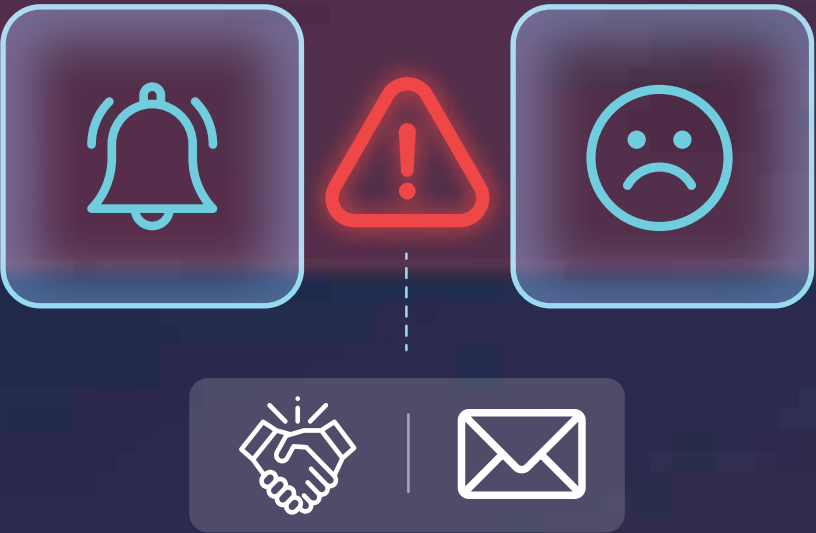
- Reactive customer service leads to late issue discovery
- Escalations increase due to delayed communication

Solution

- **Predictive AI** identifies potential service issues in advance
- **Outbound Voice** proactively notifies customers before impact
- **Automated alerts** reduce uncertainty and inbound calls

Business impact

- Reduced escalations
- Higher customer trust
- Stronger post-purchase experience



Loyalty & retention



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Personalised voice & AI loyalty campaigns

Challenges

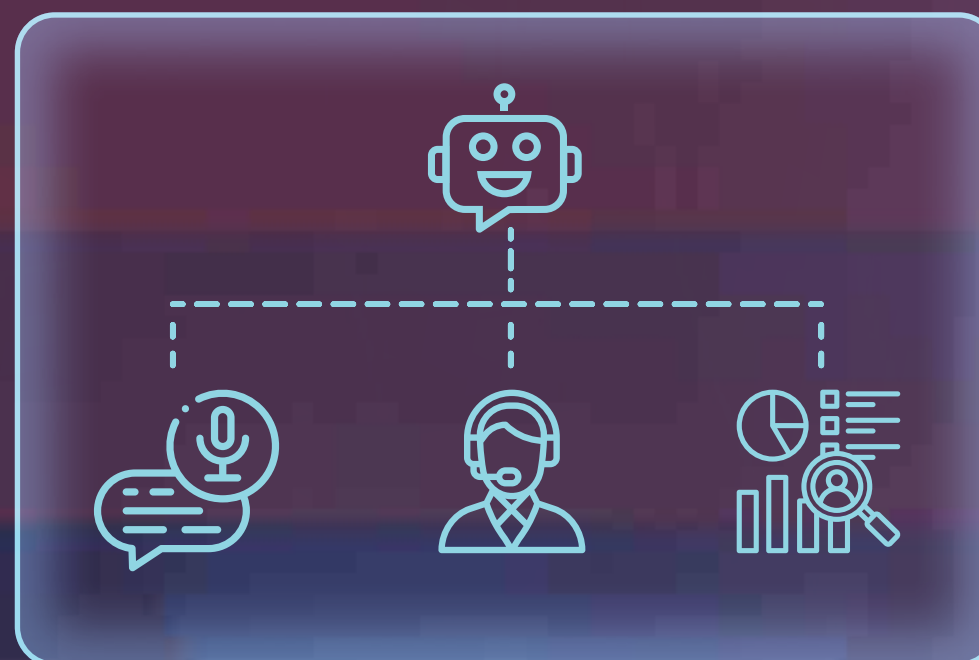
- Generic loyalty communications cause fatigue
- Voice and chat channels underutilised for re-engagement

Solution

- **Marketing automation runs** AI-personalised voice and chat campaigns
- **Agentic AI worker** triggers contextual rewards or upsells
- **Analytics & insights** track campaign sentiment and ROI

Business impact

- 2× engagement rate on loyalty campaigns
- Higher repeat purchase frequency
- Greater brand affinity through personalisation.



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Predictive churn detection with proactive offers

Challenges

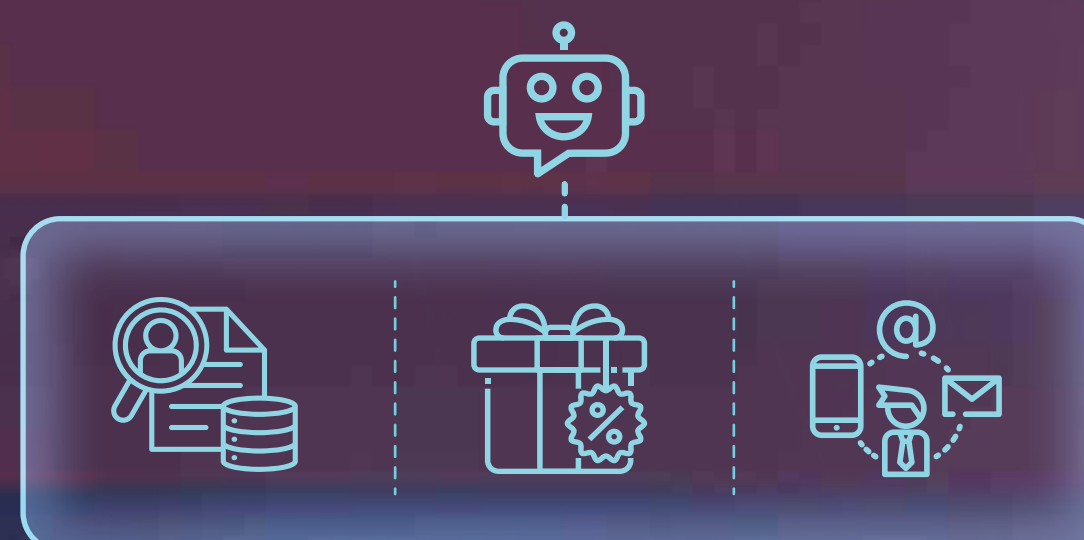
- High churn due to lack of proactive retention efforts
- Manual identification of at-risk customers is slow

Solution

- **Composable CDP** aggregates engagement and purchase signals
- **Agentic AI** predicts churn risk and auto-triggers personalised win-back offers
- **Omnichannel journeys** deliver offers across email, chat, and voice

Business impact

- 10-15% reduction in churn
- Stronger customer lifetime value (CLV)
- Improved loyalty program effectiveness



AI-driven rewards & tier upgrades

Challenges

- Static rewards programs fail to motivate customers
- Tier progression feels slow and generic

Solution

- **Real-time AI** personalisation dynamically adjusts rewards and tiers
- **Behavioural intelligence** tailors incentives to each customer
- **Continuous optimisation** improves reward relevance

Business impact

- Higher repeat purchases
- Increased loyalty program participation
- Stronger long-term engagement



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Personalised replenishment journeys

Challenges

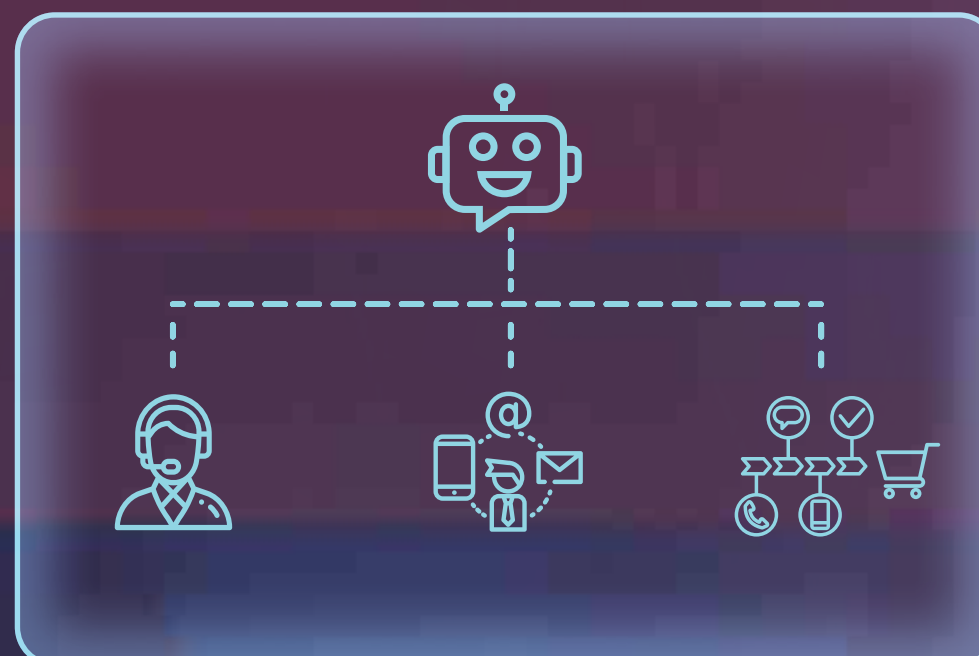
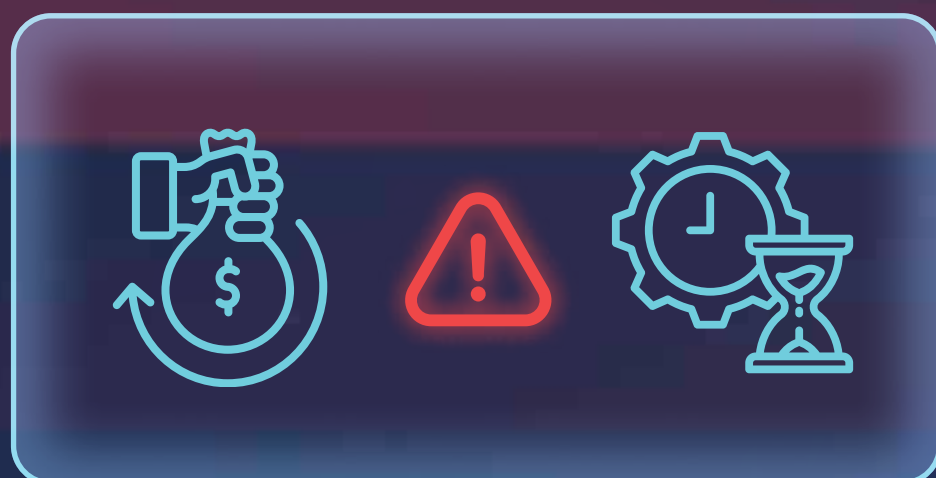
- Missed repurchase timing leads to lost revenue
- Customers forget or delay replenishment

Solution

- **Agentic AI** predicts replenishment cycles using purchase behavior
- **Omnichannel triggers** deliver timely reminders and offers
- **Personalised journeys** increase relevance and convenience

Business impact

- Improved customer lifetime value (CLV)
- Higher repeat purchase rate
- Stronger retention and advocacy



Workforce operations as a CX multiplier

Modern CX demands empowered agents, intelligent automation, and predictive operations. AI-driven workforce solutions transform service quality while improving efficiency and scale.

What changes?



Real-time agent guidance with full customer context



Automated summaries, tagging, and insights



Predictive workforce planning for demand spikes



AI-driven training with realistic simulations

Business impact (at a glance)

30% faster resolution times	40-60% reduction in after-call work	20-30% lower customer wait times
35-50% faster agent onboarding	Higher CSAT, productivity, and service consistency	Lower cost-to-serve and reduced agent burnout

Why Tata Communications?

Tata Communications delivers the secure, AI-ready, and easily integrable CX backbone for retail and e-commerce—connecting data, channels, and automation at global scale.

Unified AI-powered engagement platform: One integrated layer for voice, chat, WhatsApp, email, contact centre, and Agentic AI to deliver seamless, automated customer engagement at scale.

360° customer view, easily integrated: Real-time customer profiles unified across systems with open APIs for fast integration.

Cloud-native, scalable operations: Instantly scale agents, channels, and automation for festive peaks and demand surges.

Enterprise-grade security & compliance: Built on Tata Communications' global, secure cloud and network infrastructure.

Built-in CX analytics: Unified dashboards to optimise CSAT, conversion, and cost-to-serve.

Data flow (high level)

Channel → Identity resolution → CDP profile → Decisioning (AI workers) → Journey orchestration (CPaaS/CCaaS) → Fulfillment/Support systems → Feedback → Analytics loop.

Strategy

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