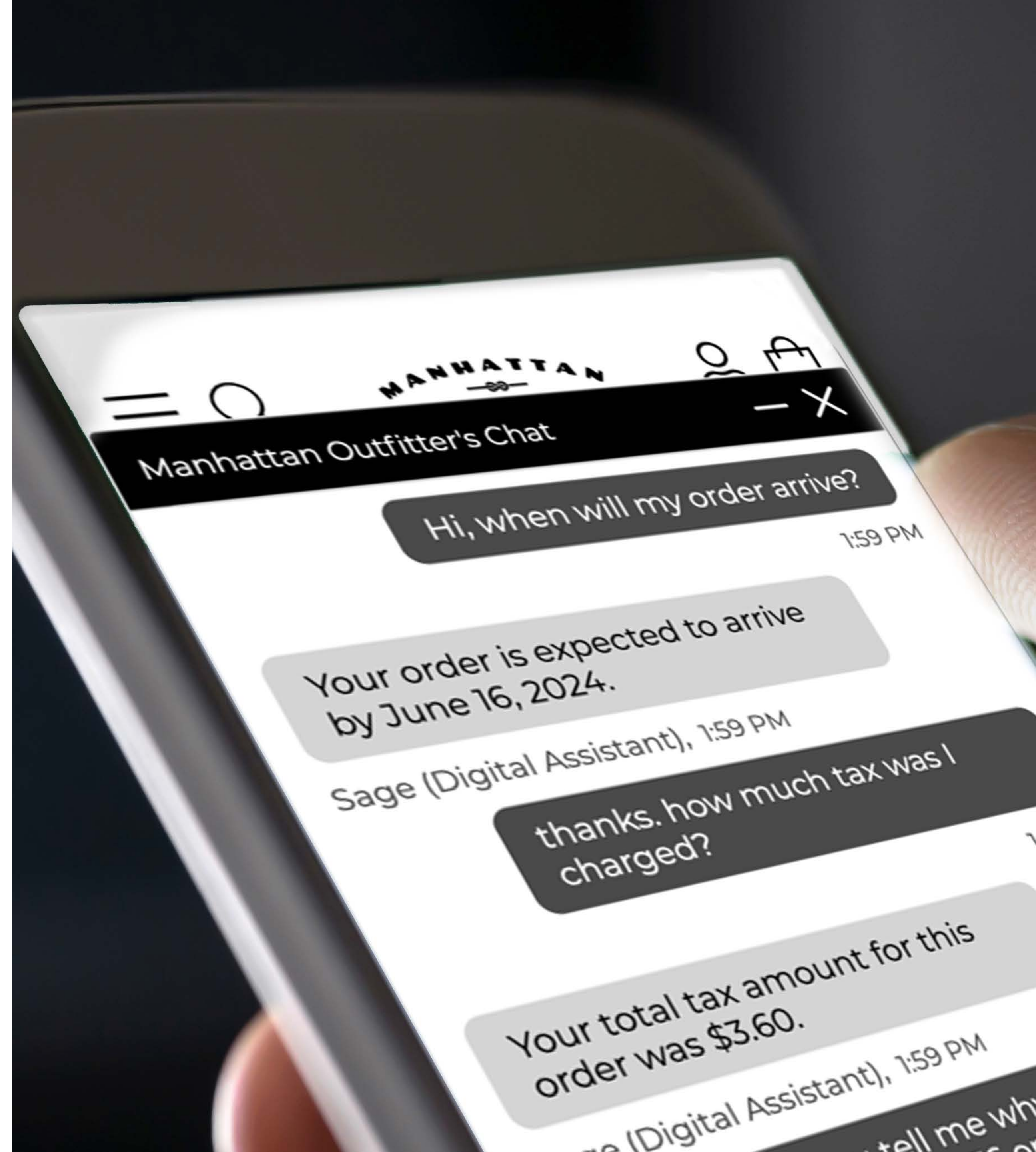


How GenAI Is Revolutionising Retail Customer Support

Automated Customer Service Has Become More Human


The integration of Generative AI (GenAI) into the supply chain commerce sector is not just an emerging trend – it's a game-changer. According to McKinsey & Company, GenAI technology could achieve human-level performance in some capabilities sooner than previously thought. For retail supply chain managers, store operations representatives and service leaders, this creates an unprecedented opportunity to elevate customer support and provide more efficient ways for retailers to deliver exceptional experiences in some capabilities sooner than previously expected..”



Effective Uses of GenAI in Retail

Customer support is essential to any retailer, with some retailers viewing it as a competitive differentiator. Unfortunately, consumers often face various levels of irritation when dealing with contact centres and chatbots. These annoyances include enduring long wait times, unhelpful answers, bouncing between support agents, and chatbots that can't solve the issues at hand.

As retailers navigate increasing consumer demands, many are turning to GenAI agents for scalable service that delights customers. Far more sophisticated than traditional chatbots, these agents use artificial intelligence to provide faster, more personalised assistance. GenAI agents can handle a range of tasks that include resolving customer inquiries of increasing complexity; giving customer service representatives (CSRs) insights; automating post-interaction tasks; and delivering warm handoffs to human agents, when required. These all add up to better experiences that lead to happier customers, greater loyalty and increased sales.



Can you tell me why I see a charge of 137.76 on my credit card from June?

You were charged \$137.76 to a Mastercard on May 27th at 8:46am EST for a Blue High Collar Blouse in Medium.

Sage (Digital Assistant), 2:00PM



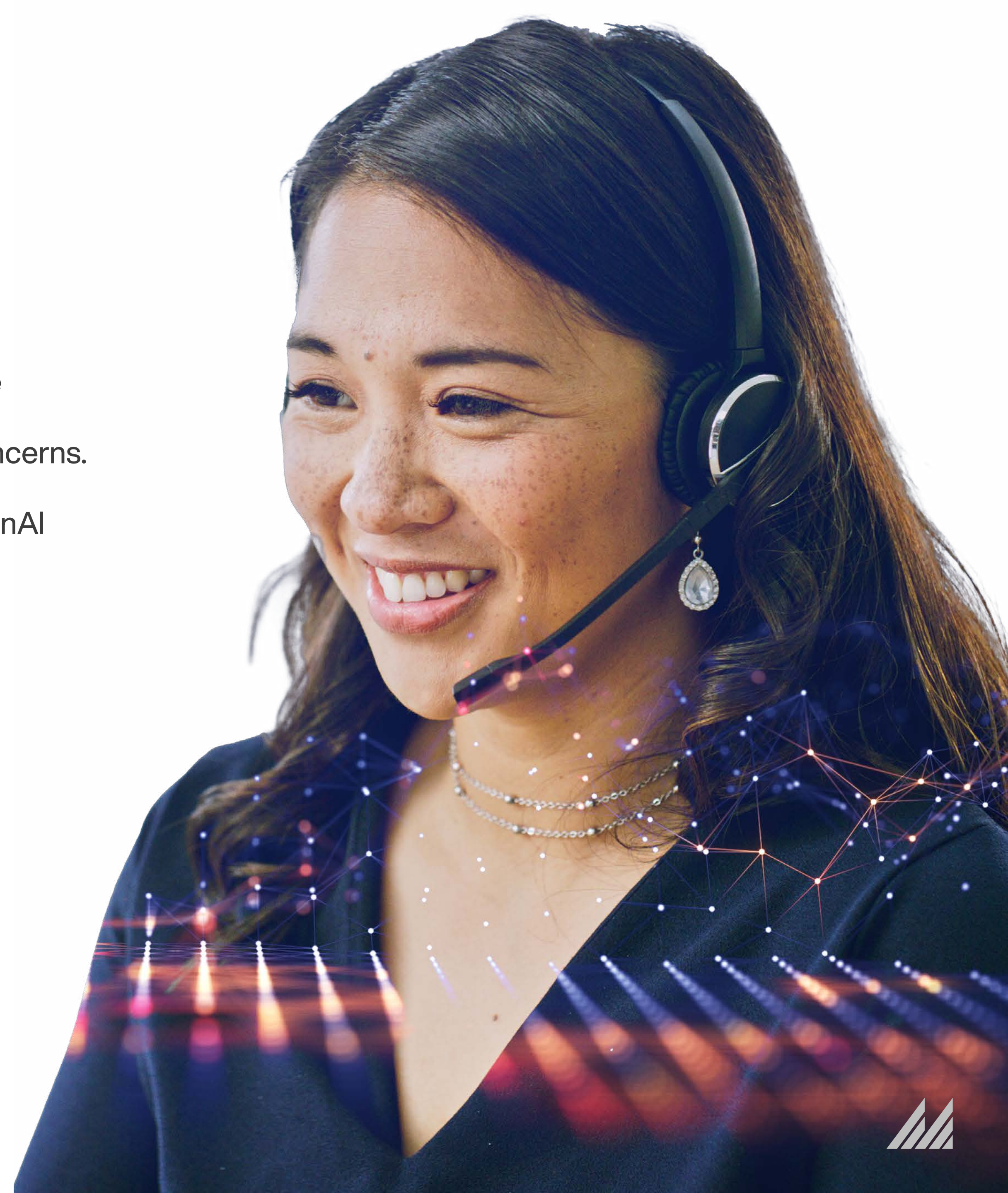
Benefits for Retailers Utilising GenAI

By utilising GenAI-powered virtual assistants, retailers can provide 24/7 support to their customers, thereby greatly improving the overall service experience. GenAI can swiftly analyse vast amounts of data, providing personalised responses and solutions to more specific inquiries and concerns. This capability improves customer satisfaction, reduces response times and allows retailers to efficiently handle high volumes of interactions. GenAI chatbots also free up CSRs to focus on delivering higher value services.

Quantifying GenAI Value

The introduction of advanced GenAI tools is ultimately about delivering tangible business benefits. For retailers managing a million inquiries a year, Manhattan Active® Maven can reduce the cost-to-serve by up to \$164K annually, by automating responses to an estimated 300,000 customer interactions.

Conscientious deployments of GenAI in customer service settings have been found to reduce CSR writing time by 40% and boost output quality by 18%, leading to better workforce productivity and operational efficiency.



Manhattan Active[®] Maven

A GenAI-powered Customer Service Superhero

Manhattan is the first unified commerce technology provider to offer a native GenAI solution for customer service – Manhattan Active Maven. This solution supports customer service teams by handling initial customer interactions, allowing human agents to focus on more complex and nuanced needs. Manhattan Active Maven's capabilities are particularly advantageous in managing high volumes of inquiries – including complex order questions and routine customer follow-ups – with enhanced speed and accuracy.

Key features include:

- › **Customer-Centric GenAI Chat:** Resolves more complex queries than traditional chatbots, deflecting a higher percentage of inquiries, and improving response times and customer satisfaction
- › **Sentiment Detection and Personalisation:** Responds based on the context and sentiment of customer interactions, emulating a more human service experience
- › **Efficiency Improvements:** Significantly reduces post-interaction work and automates routine tasks for CSRs, leading to substantial time savings and lower operational costs



A Forward-Looking Approach

Manhattan Active Maven is just one of Manhattan's new solutions that harness the power of Generative AI to not only enhance customer service capabilities but also enable organisations to more efficiently adapt to the dynamic demands of modern commerce. The adoption of such AI-driven tools will undoubtedly become a cornerstone of leading retailers. And that future begins now.

Source:
McKinsey & Company – The economic potential of generative AI: The next productivity frontier



