

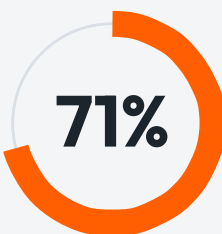
Transforming retail and hospitality: elevate customer experience with a modern CX platform

Deliver seamless, personalised experiences

In today's competitive landscape, the expectations of consumers are evolving. Shifting demands and legacy systems create challenges for retail and hospitality businesses. Cloud-based CX platforms powered by AI, automation, and omnichannel tools enable businesses to meet customer needs, boost loyalty, and turn challenges into growth opportunities.



Why customer experience matters



of consumers feel frustrated when their shopping experience is **impersonal**.



have abandoned brands they were loyal to due to **poor customer service**.



Personalised, seamless journeys across all touchpoints

To stand out, retailers must enhance CX capabilities to offer a consistent, tailored experience. Consumers demand seamless interactions, and when their needs aren't met, they turn to competitors.



88% of companies now prioritise CX in their contact centres.



42% of web chats in retail are fully handled by AI.



Customers typically engage **7 times** with a brand before making a purchase.



Half of hotel guests are more likely to return if they experience a tailored service.

Key benefits of a Cloud-based CX platform



Empowering AI and automation

- **36%** of consumers say faster responses from AI and automation are their top benefit.
- AI-assisted technology leads to a **14%** increase in issues resolved per hour.



Data-driven personalisation

- **77%** of business leaders believe personalisation boosts customer retention and reduces acquisition costs.
- **2/3** of customers are willing to spend more for personalised experiences.

Challenges with legacy systems



Legacy on-premises technology hinders growth by limiting omnichannel capabilities, lacking CRM integration, and restricting data processing.



Cloud-based CX platforms overcome these obstacles by unifying teams, enhancing insights, and delivering efficient, personalised services.



63% of retailers plan to invest in technology to improve CX.

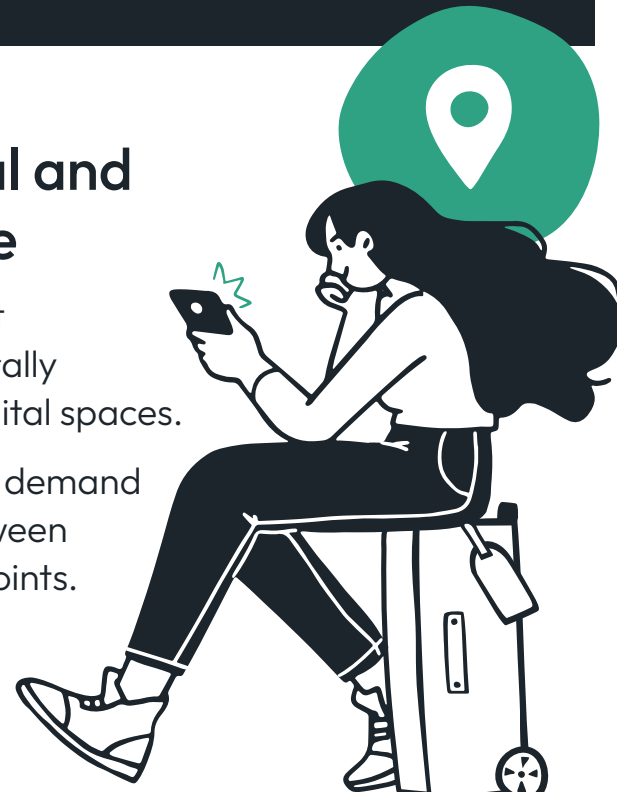


Move customer service from cost centre to revenue engine

£80 billion in cost savings are expected by 2026 through conversational AI in contact centres, significantly reducing agent expenses.

Seamless physical and digital experience

- **62%** of customers expect experiences to flow naturally between physical and digital spaces.
- Almost **2/3** of customers demand seamless transitions between online and offline touchpoints.



Sustainability as a purchasing factor

- **69%** of CEOs see sustainability as a growth opportunity.
- **34%** of brands with high sustainability levels report increased customer loyalty.
- Cloud adoption helps retailers reduce their carbon footprint by **84%**, enhancing brand reputation and trust.

Effective data management & security



67% of consumers are happy to grant permission for data usage if the brand is **transparent** about its security.



Cloud-based platforms offer **secure, scalable data management**, ensuring customer privacy while enabling real-time insights.

Let us help you to transform your customer experiences.

We are a leading Five9 partner in the UK, offering AI-driven insights, omni-channel solutions, and rapid deployment for fast, scalable, and secure customer service that drives loyalty and growth. Our intelligent CX platform tailored for retail and hospitality will boost efficiency, reduce costs, and deliver a seamless, personalised service, all powered by the Cloud.

Ready to upgrade your experience?

Contact us today and start exceeding customer expectations.

[WAVENET.CO.UK/FIVE9CX](https://wavenet.co.uk/five9cx)

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