

Empower the shopper experience with IntelePeer's Communications Automation Platform for retail

Boost purchase conversions and shopper loyalty with intelligent communications automation

Retail business leaders expect that in the next two years, AI will have its biggest impact on the industry in customer intelligence, inventory management, and chatbots for customer service.¹ In today's ever-changing digital retail market, intelligent communication automation is critical to achieving future growth.

Is your store effectively harnessing your buyer data across channels and locations to maximize revenues? With disparate online and in-stores systems, retailers must be able to seamlessly connect their buyers' journey – and provide them with the right offers, at the right time, and in the right places.

IntelePeer's retail communications automation delivers a turnkey personalized omnichannel shopper experience with robust, built-in intelligence and integration capabilities. Retailers can now significantly optimize their in-store and eCommerce purchase conversions, customer satisfaction, and buyer loyalty programs.

The IntelePeer communications automation for retail offer includes:

Solutions



Order management

Order status, return/refund status, shipping status, abandon cart



Curbside pick-up notifications

Automated SMS and chat updates on status of curbside order



AUTOMATION APPOINTMENT SETTING

Enterprise retail chain achieves a 30% conversion of leads to in-person appointments without human intervention, redefining customer engagement.

[See case study ▶](#)



1. Source: [Impact of AI on the retail industry \(kpmg.us\)](https://www.kpmg.us)

[Click here for more information](#)

Solutions (continued)



Contextual promotions

Automated SMS promotional code delivery, phone or chat delivery of customized offers to customers based on omnichannel engagement



Appointment management

Scheduling, reminder, and rescheduling via phone, SMS, and chat for high-value purchase consultations – in-store or virtual



Smart IVR/cloud-based routing

Omnichannel customer support, AI, and automation capabilities to route calls to best agent, featuring natural language processor (NLP) and live chat



Customer reviews

Automated post-call surveys and unlimited storage of customer data



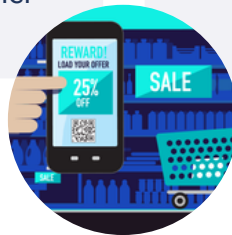
Loyalty management

Automated reward delivery at completion of surveys, or delivery via SMS and phone based on purchase behaviors or customer sentiment



Self-service

Includes: Payment processing • Smart IVR • Short codes • Live chat, masked SMS, or calling capabilities directly with delivery driver • Order management • Update account details • Chat bot from within social application of customer choice (such as Facebook or WhatsApp)



Built-in capabilities

Application and CRM integration	High security	Emergency preparedness	Reputation Management	Managed Services
Trigger communications based on data look-ups, log communication activity automatically into application or CRM	Data encryption, fraud monitoring and protection, two-factor authentication	Business continuity, 3x redundancy and e911, Smart IVR for automated routing and queuing during high-call volume times	Number cleaning capabilities to ensure calls are trusted and delivered seamlessly to customers vs. labeled as spam	24/7/365 professional support from the engineers who built IntelPeer solutions; ability to customize CPaaS solutions 100% – without the heavy lifting

By implementing communications automation, retailers can experience these benefits and more:

- Higher purchase conversions
- Increased cross-sell and upsell conversions
- Elevated customer satisfaction and retention
- Greater customer response rate in satisfaction surveys
- Staffing productivity optimization and decreased staffing costs
- Shorter call resolution times and better call completion rates
- Eliminated downtime and outage costs
- Lower appointment cancellation rates and cost savings
- Better customer experience with a seamless, omnichannel customer journey

For more information on IntelPeer's Communications Automation Platform for retail, visit intelepeer.ai/how-we-deliver/retail.



Scan the QR code or [click](#) to view

Are you ready to transform your retail organization?

IntelPeer is offering a generative AI and automation Customer Interaction Intent Study to 25 lucky companies. The complimentary study is valued at \$25,000 and will help you accelerate your customer engagement. Reserve a Customer Interaction Intent Study with IntelPeer now.



About IntelPeer

IntelPeer simplifies communications automation through advanced AI-powered solutions, helping businesses and contact centers reduce costs, enrich the customer experience, and accelerate ROI. Its AI-driven Communications Automation Platform works seamlessly within existing business software and infrastructure, enabling brands to automate complex processes quickly and effortlessly. Built for business users, IntelPeer's vendor-neutral platform leverages world-class generative AI and analytics, empowering businesses to proactively resolve potential pain points and maintain context across channels and throughout the orchestrated customer journey.