

Critical retail processes to automate using communications automation with GenAI to enhance sales growth

Communications automation with GenAI solutions are the most cost-effective way to automate your retail operations and increase revenue and productivity.

Deploying the technology in the following parts of your retail business is essential to achieving your sales goals and building a solid reputation in a competitive landscape.

Use this checklist to see where you've already successfully implemented the technology – and where you still need to make progress.

1. Order management Communications automation with GenAI reduces errors, streamlines fulfillment, and boosts customer satisfaction through:	Implemented	Needs work
Automated orders that speed up transactions and reduce manual intervention and errors using natural language processing (NLP)		
Real-time inventory tracking and management that forecasts demand and stock levels with predictive analytics		
Optimized shipping that tracks deliveries in real time and minimizes delays		

2. Cart notifications Communications automation with GenAI increases conversions and improves the shopping experience through:	Implemented	Needs work
Abandoned cart notifications that send personalized reminders to customers to reduce cart abandonment		
Cart optimization to increase cart value using product-related suggestions		
Purchase history analytics that boost specific upselling and cross-selling opportunities		

3. Contextual promotions Communications automation with GenAI helps your retail company drive sales and engagement through:	Implemented	Needs work
Real-time personalized offers based on customer interaction data		
Geolocated promotions to deliver targeted campaigns and identify trends and preferences		
Data-driven dynamic pricing that adjusts in real time to maximize profitability and sales efficiency		

4. Online review management Communications automation with GenAI allows you to quickly identify and tackle issues to protect your business with:	Implemented	Needs work
Automated review collection, powered by NLP, which analyzes and extracts insights		
AI-powered sentiment analysis that automatically classifies reviews depending on tone and language used – positive, negative, neutral		
Automated review responses to address inquiries across your channels quickly and contextually – chatbots, social media, SMS		

5. Loyalty management Communications automation with GenAI helps you increase customer retention and customer lifetime value through:	Implemented	Needs work
Personalized loyalty programs that cater to customer preferences and behavior		
Automated reward redemption, which allows customers to easily redeem loyalty points and receive recommendations based on customer history		

6. Self-service channels Communications automation with GenAI's omnichannel strategy improves customer experience and operational efficiency with:	Implemented	Needs work
AI agents that quickly and efficiently handle customer inquiries and support		
Interactive voice response (IVR) systems that use smart automation to deal with high call volumes during peak hours		
Automated responses on social media to handle customer inquiries, process orders, and resolve issues efficiently		

Optimize your retail sales process and customer service using communications automation with GenAI

Are you ready to unlock the power of communications automation with GenAI in the retail contact center?

Schedule a demo today.



Scan or visit info.intelepeer.ai/dg-workshop



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