

# Retail & Ecommerce

**Orchestrating unified, personalized retail experiences across digital, physical, and fulfillment ecosystems to reduce WISMO, protect margins, and grow repeat purchases.**



Retailers operate in a fast-moving, unforgiving landscape where shoppers jump across apps, marketplaces, stores, and last-mile partners in a single journey. CGS Nexus unifies these non-linear experiences with AI-powered orchestration, combining automation and human expertise to deliver frictionless support, transparent updates, and loyalty-building interactions at every touchpoint.

# The new reality of retail journeys

Retailers now operate in an always-on, channel-agnostic world where every interaction—from first click to final delivery—is judged against the best experience a shopper has had anywhere.

- **Shoppers expect real-time inventory accuracy,** clear delivery promises, and effortless returns—no matter which channel they choose.
- **CX teams struggle with fragmented data** across CRM, OMS, WMS, loyalty platforms, and marketplaces, driving up handling time and repeat contacts.
- **Surges** around promotions, peak seasons, and supply-chain disruptions create unpredictable volume that overwhelms traditional support models.
- **A single failure** in fulfillment, payments, or marketplace coordination can erode loyalty, trigger WISMO spikes, and compress margins.

# How CGS Nexus transforms the retail experience

CGS Nexus combines total experience (TX) design, agentic AI, and human-in-the-loop care to orchestrate every step of the shopper journey—from discovery and purchase to fulfillment, returns, and renewals. Your teams gain a single, connected view of the customer and ecosystem, so they can resolve issues faster, personalize at scale, and prevent problems before they surface.

Orchestrated journeys using AI & CRM include:

**01 Unified customer profiles** that connect CRM, order history, loyalty, and support interactions into one view.

**02 Proactive notifications** for delays, split shipments, backorders, and substitutions, reducing WISMO and repeat contacts.

**03 Personalized engagement** across D2C, marketplaces, BOPIS, curbside, and in-store experiences, aligned to shopper behavior and preferences.

**04 Journey analytics** that identify friction in browsing, carting, checkout, and returns to inform targeted improvements.



## Outcomes:

- Higher conversion and basket size.
- Fewer WISMO contacts and repeat calls.
- Lower returns-related cost-to-serve.
- More frequent and profitable repeat purchases.

# Retail-ready CX, sales & operations:



## Customer Support:

- **Capabilities:** Empathetic, multilingual support across voice, chat, email, social, and in-store backline.
- **Retail impact:** Fewer returns, WISMO, loyalty inquiries, and order questions into moments of upsell and advocacy while protecting CSAT and NPS.



## Technical Support:

- **Capabilities:** Support for ecommerce sites, mobile apps, POS, kiosks, and connected devices backed by AI Copilots and TeamworkAR™.
- **Retail impact:** Reduces checkout disruption, cart abandonment, and in-store downtime so customers can browse and buy without friction.



## Sales Support:

- **Capabilities:** Outbound and inbound telesales, lead nurturing, and abandoned-cart follow-up aligned to your campaigns and lifecycle.
- **Retail impact:** Converts browsers into buyers, activates dormant customers, and increases cross-sell/upsell across categories and channels.



## Renewals:

- **Capabilities:** Automated outreach, reminders, and assisted renewals for subscriptions, memberships, and protection plans.
- **Retail impact:** Improves retention and recurring revenue while lowering manual workload for in-house teams.



## Channel Enablement:

- **Capabilities:** Training, knowledge bases, and performance insights for franchisees, marketplace sellers, and retail partners.
- **Retail impact:** Ensures consistent product knowledge, policy adherence, and brand standards across third-party channels.



## Professional Services:

- **Capabilities:** Onboarding, AR-driven training, and process optimization for retail operations and support teams.
- **Retail impact:** Speeds time-to-competency, reduces error rates, and improves experience consistency across locations and shifts.



## Financial Services:

- **Capabilities:** AR/AP support, payment exception handling, refund workflows, and dispute management.
- **Retail impact:** Simplifies checkout and post-purchase experiences, improves collection efficiency, and reinforces trust at the moment of payment.

# Agentic retail automation plus human expertise

Retail support volume is unpredictable—driven by promotions, holidays, merchandising changes, and global events—yet customers still expect instant, personalized help. CGS Nexus combines agentic automation with human-in-the-loop escalation to handle surges gracefully while preserving the quality of every interaction.

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This model balances efficiency and empathy, enabling you to scale service during peak periods without compromising experience or brand voice.



## AI Agents

- Handle high-volume, repeatable inquiries (order status, returns, store hours, policy questions) across chat, messaging, and voice.
- Deflect contacts from live queues while maintaining brand-approved tone, freeing agents to focus on complex, high-value interactions.



## AI Copilots

- Deliver next-best actions, relevant knowledge, and product recommendations directly into agent and associate desktops.
- Improve first-contact resolution, shorten handling time, and standardize best-practice responses across locations and channels.



## AI Data & Analytics

- Consolidate interaction data from voice, chat, email, and social into a single analytics view.
- Surface patterns in buying behavior, service demand, and sentiment to guide assortment, promotion, and CX strategy.

# Partner & fulfillment experience (PX)

Orchestrating fulfillment, marketplaces, and logistics. Your customer promise depends on a complex ecosystem of carriers, 3PLs, fulfillment centers, marketplace sellers, and payment providers. CGS Nexus applies a partner experience (PX) lens to keep this ecosystem aligned to your service standards.

- **End-to-end visibility** across 3PLs, carriers, warehouses, and marketplace partners for faster exception handling and root-cause resolution.
- **Automated alerts and playbooks** when SLAs slip or shipments, inventory, or payments fall out of tolerance.
- **Structured escalation paths** for marketplace sellers and vendors that resolve issues quickly while safeguarding your brand.
- **Predictive insight** into systemic partner issues, enabling proactive interventions before they harm customer loyalty or margins.

The results are fewer delivery failures, faster exception resolution, and stronger alignment between your brand promise and partner performance.

## Proven outcomes for retail brands

# 100M+

**Omnichannel customer interactions** managed annually across voice, digital, and in-store environments.



- 01 95%+ average CSAT**, even during peak seasons and major promotional events.
- 02 95%+ first-contact resolution** on complex scenarios such as split shipments, substitutions, and returns.
- 03 Multilingual support delivered from six countries**, tailored to local culture and regulations.
- 04 Outcome-based pricing models** that align fees to agreed CX, revenue, and efficiency targets.

# Ready to reimagine your retail experience?



Partner with CGS Nexus to design a unified retail and ecommerce experience strategy built around your journeys, partners, and growth targets. Our specialists will analyze your current environment, identify quick wins, and co-create a roadmap that blends AI, automation, and human expertise where they matter most.



**People first.  
Outcomes driven.  
Aligned for success.**

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