



Digital Maturity Index

Omnichannel Customer Service 2022

IN PARTNERSHIP WITH



As digital becomes the front door to the retail experience, retailers saddled with legacy processes and technology will struggle to sustain competitive advantage.

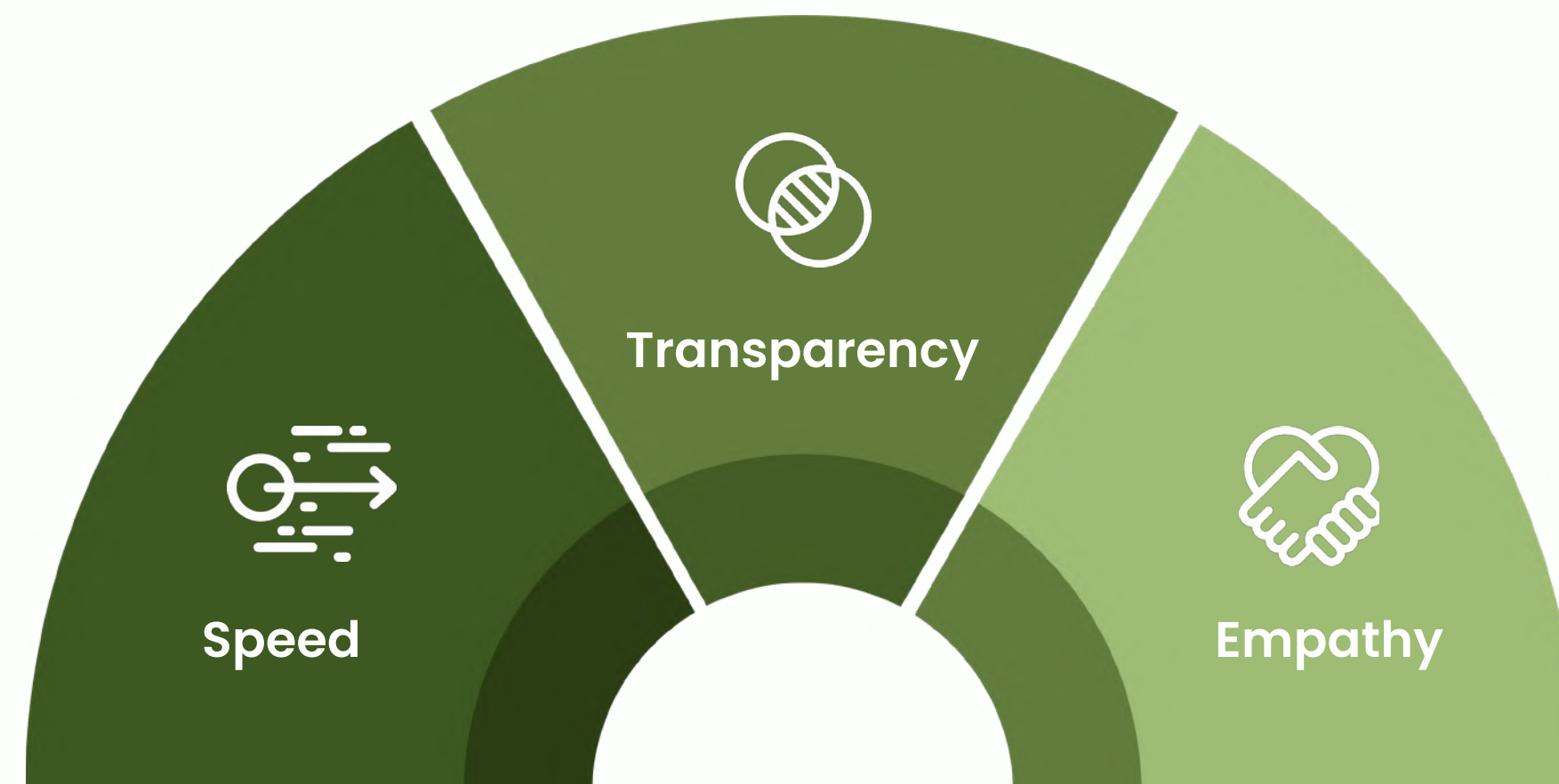
Retailers' immediate response to the seismic digital shift caused by the events of the past few years – a quick cobbling together of a patchwork of systems to get the job done – was swift and necessary. However, it should not paper over the fact that most retailers' commerce, order management, and customer service processes and systems were not built with today's reality in mind.



- Even the most basic omnichannel customer service use case requires process digitization, channel integration, and data unification – for instance, querying the status of orders placed using a mobile application for in-store pickup.
- Complex omnichannel customer service use cases require extensive backend infrastructure. For instance, personalized product recommendations need real-time analysis of large volumes of data (e.g. past purchases, browsing history, product attributes, inventory availability).

Shoppers expect greater speed, transparency and empathy in service interactions with retailers.

From planning and ordering groceries to booking a stylist appointment, making restaurant reservations or planning a kitchen remodel – digital is the entry-point to more consumer experiences than ever before. **90% of all shopping journeys now begin online, up from 63% in 2018.** For omnichannel retailers, this change in behavior has brought with it a new set of customer service expectations.



Speed of service and issue resolution across the buying journey, balancing pervasive self-service with empathetic human assistance.

e.g. Ability to edit orders easily, adding or removing an item – via self-service within a certain time of it being placed.

Transparency of order and service request status, use of customers' data, product origin / ingredients, and environmental impact of various shipping options.

e.g. Show where order or service request is in detail, including complex scenarios that include third parties (such as appliance installation).

Empathy, authenticity and honesty across all customer service interactions, including being flexible in how you solve specific customer issues.

e.g. Be accommodating of a return that may be outside the return window policy for a high lifetime value shopper with a limited history of returns.

A convergence of macro forces is reshaping the retail landscape.

Differentiating through service is both more important and more difficult.

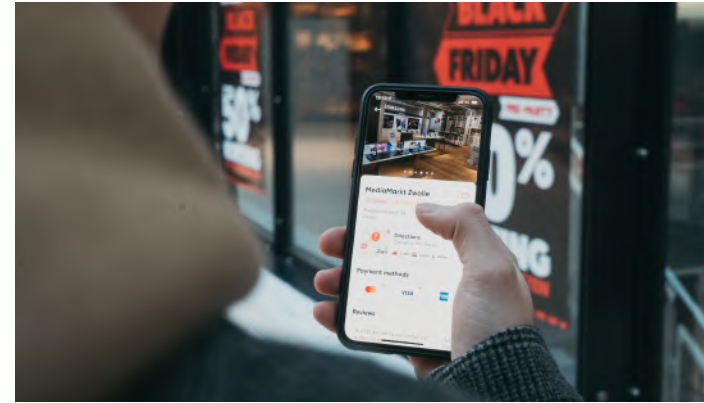
Non-Linear Path to Purchase



91%

of customer service inquiries now start via digital channels. The path to purchase is no longer linear. Digital is the first point of entry.

Ease of Switching



1 in 2

customers say they would switch to a new brand after one bad experience. Shoppers can switch brands at the point of friction easier than ever before.

Amazonification of Everything



Free Returns

Players like Amazon use *free to and from the customer* as a strategic offensive tactic. The bar is constantly being raised in an already uneven playing field.

The Great Resignation



Labor shortage

is the #1 customer service impediment for retailers who have brick & mortar stores. Retailers will have to learn to do more (for customers) with less (employees).

The benchmark of excellent customer experience is being set by technology and user-experience leaders across industries.

Uber

Users can submit, track and receive (often) instant resolution for service queries within the app. Uber can also predict and proactively address customer service issues before they occur e.g. notifying users of a partial refund for their driver having taken a sub-optimal route.

TESLA

Tesla is reimagining customer service in an industry notorious for inferior service. Service issues can be initiated and tracked via the Tesla app. Rather than have customers come into a service center for every issue, Tesla uses its Mobile Service vans to service customers anytime, anywhere.



Its famed Genius Bars already set a benchmark for service excellence in the technology & retail industries. More recently, Apple has expanded its focus on service to include a hawkish focus on data privacy and introduced new experiences such as intelligent messaging bots and on-device support apps utilizing its hardware + software integration.



What are the biggest gaps *and opportunities* for retailers to improve omnichannel customer service?

And, which retailers provide the best omnichannel customer service to shoppers? Incisiv's 2021 Omnichannel Customer Service Index explores.



Omnichannel Customer Service Index **Methodology & Approach**

Incisiv's Digital Maturity Benchmarks

Incisiv conducts detailed assessments of global retailers' digital capabilities based on its proprietary benchmarking framework that combines shopper and executive insights with experience audits. Crucially, Incisiv's methodology considers the impact of specific digital capabilities on performance metrics that matter most – such as conversion, average order value (AOV) and customer satisfaction score (CSAT).



Shopper Data

Insights from over 60,000 shoppers across multiple consumer industry categories.



Executive Insights

Surveys spanning over 2,500 global consumer industry executives.



Experience Audits

Detailed experience audits – from eCommerce to store visits – across 500+ global retailers.



Performance Impact

Performance data and benchmarks from 250+ global retailers.

Incisiv's Omnichannel Customer Service Index assesses top retailers' customer service experience and capabilities across three key areas.

The benchmark is composed of the top retailers (by annual revenue) across 8 different industry segments. Each retailer's customer service capabilities and experience were assessed using an observational methodology.



102
retailers benchmarked

110
digital capabilities assessed

8
*industry segments covered

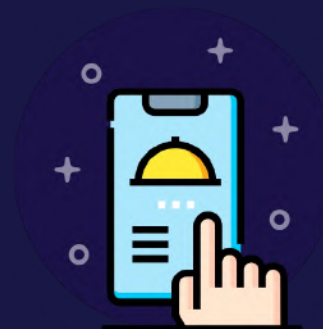
*Apparel & Accessories (25), Consumer Electronics (6), Department Stores (11), General Merchandise (12), Grocery (8), Health & Beauty (10), Home Improvement & Furniture (12) and Other Specialty Retailers (18)

**While some digital capabilities have evolved,
retailers still have to do a lot more to meet shopper expectations.**



Discovery

Availability of information
and assistance at every step



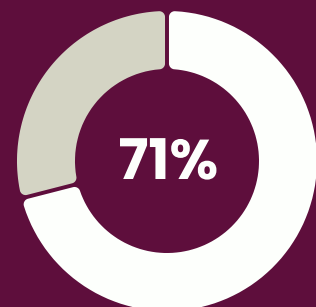
Purchase

Ease of placing and
receiving orders

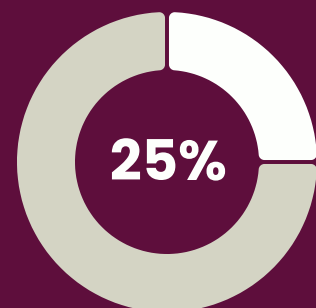


Customer Engagement & Service:

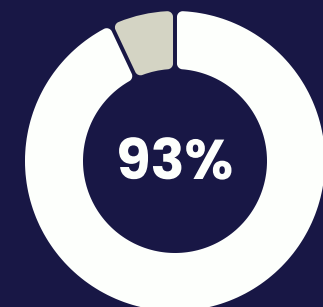
Speed and effectiveness of
customer service interactions



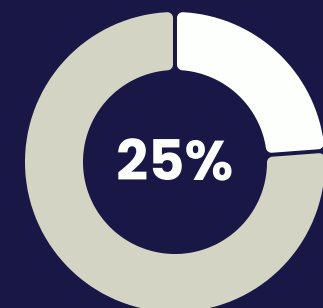
enable clear visibility
of promotions and
deals



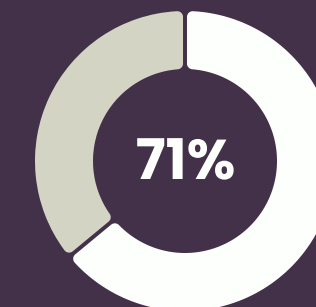
offer shopping
assistance from experts



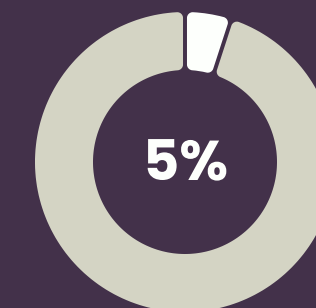
offer self-service
options for order
tracking



allow order modification
before it is shipped



offer the option to return
online purchases in
physical stores



make chat history
available (across channels)

Each assessment area includes table stakes and differentiating experiences, defined based on their overall level of adoption, perceived value by shoppers, and impact on key performance indicators (KPIs) such as average order value (AOV), conversion, customer satisfaction and traffic.



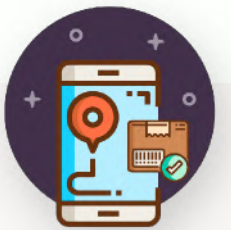
	<div> Discovery</div>	<div> Purchase</div>	<div> 360-Degree Service</div>
Table Stakes	<ul style="list-style-type: none">• Clear visibility of product categories and other home page elements• Multiple product images and videos• Ease of contacting customer service	<ul style="list-style-type: none">• In-store inventory visibility• Visibility of order status and order tracking	<ul style="list-style-type: none">• Telephonic customer service• Live chat on demand• Option to manage loyalty membership
Differentiating Experiences	<ul style="list-style-type: none">• Interactions with brand experts for shopping assistance• Ability of customer service to help with product queries in real time	<ul style="list-style-type: none">• Updates to customers: order notifications, pick-up ready, etc.• Option to complete transaction via live customer service• Connect with store order picker• Option to modify orders via customer service	<ul style="list-style-type: none">• Personalized communication with customer service• Shopper information available to customer service – products in cart, browsing history, etc.

Table Stakes: Foundational capabilities required to address key shopper expectations today.
The absence of these capabilities has a negative impact on digital performance KPIs.

Differentiating Experiences: Advanced capabilities that address important emerging shopper expectations.
The presence of these capabilities has a positive impact on digital performance KPIs.

Omnichannel Customer Experience Index: Rating categories



Laggards offer a severely lacking omnichannel customer service experience, missing even some basic table-stakes functionality.

Adoption of table stakes: Medium
Adoption of differentiators: Low



Followers offer a basic omnichannel customer service experience, addressing most table-stakes capabilities. Their experiences lack depth, and are light on adoption of differentiated capabilities.

Adoption of table stakes: Medium-High
Adoption of differentiators: Low



Challengers offer a seamless omnichannel customer service experience built on a solid foundation of capabilities. They offer some differentiated experiences, but lack the depth and coverage of leaders.

Adoption of table stakes: High
Adoption of differentiators: Medium



Leaders offer the richest omnichannel customer service experience within and across retail segments. They lead in adoption of differentiated experiences, and are functionally mature across most assessment areas.

Adoption of table stakes: High
Adoption of differentiators: High



Retailers rated as Omnichannel Customer Service Leaders, in alphabetical order



LANE BRYANT



Incisiv recognizes these 20 retailers and brands as **Overall Omnichannel Customer Service Leaders** within and across retail segments.

They are the benchmark for customer service experience in 2022, offering differentiated service across the shopping journey.



Saks Fifth Avenue

SEPHORA





01 | Discovery

Availability of information and assistance at every step

DISCOVERY: OVERVIEW

A strong search and discovery capability is the digital equivalent of the salesman.

It is myopic to define customer service as a post-purchase experience.

Digital customer service begins as early as when a shopper is searching for what they need. How easy is it for them to find what they are looking for? What assistance is offered if they can't find it?

A less than stellar discovery experience adds friction to the buying journey, often leading to downstream service issues.

WHY IT MATTERS

With digital becoming the first point of customer interaction in more than 90% of purchases, research and discovery of products is the most important functionality on the website

90% of shoppers

research products online before planning an in-store purchase.

#1 friction area

For shoppers purchasing online is a non-intuitive or inaccurate product search.

Only 32% of shoppers

are satisfied with the search and filtering options on retailers' websites.

Only 30% of shoppers

are satisfied with support offered on digital channels in the discovery phase.

WHAT WE ASSESS

This section evaluates the availability, completeness, and accuracy of information at important customer decision points in the shopping journey.

20 total attributes assessed, including:

- Efficacy of search bar and other search options
- Availability of different product discovery tools like virtual mirrors, brand interactions, AR/VR tools, demo videos, etc.
- Ease of navigation and discovering categories like new arrivals, deals, etc.

DISCOVERY: INDUSTRY COMPARISON

Department stores lead the pack with a rich set of digital capabilities to support discovery.

Based on nuances of assortments and shopper preferences, retail segments differ significantly in the functional capabilities on their digital channels.

Department stores have comprehensive search features as well as a very informative home page that makes for easy navigation.

Consumer electronics retailers have deployed highly evolved personalization tools and allow for greater interactions with the brand.

	Lowest Adoption	Highest Adoption
Visibility of search history Industry average adoption: 34%	Grocery 13%	Department Stores 73%
Option to interact with experts Industry average adoption: 25%	Home Improvement 8%	Consumer Electronics 50%
Ability of agents to help with product information Industry average adoption: 82%	Grocery 29%	Department Stores 100%



Retailers rated as Omnichannel Customer Service Experience Leaders in Discovery, in alphabetical order

bareMinerals
THE POWER OF GOOD



Dillard's

Incisiv recognizes these 12 retailers and brands as leaders in **Discovery** within and across retail segments.

FOREVER 21



NORDSTROM

Building upon a solid foundation of table-stakes capabilities, they lead in the adoption of differentiated capabilities.

SEPHORA



WILLIAMS
SONOMA
CALIFORNIA


ZALES
THE DIAMOND STORE®

DISCOVERY: SPOTLIGHT

Product demonstration videos.

Product videos help shoppers get a feel for the product and make up for the inability to experience it in person. Shoppers spend 2x more time on a site that shows product demo videos, and are 70% more likely to complete a purchase compared to shoppers who do not view videos. Currently, 26% of retailers have demo videos on the product pages.

Macy's has product demo videos for most categories, including apparel where the video provides a 360-degree view of the outfit.




NARS
Pure Radiant Tinted Moisturizer
Broad Spectrum SPF 30

16 Colors

★★★★☆ 3.2K

\$45.00




MAKE UP FOR EVER
Matte Velvet Skin Blurring Powder
Foundation

30 Colors

★★★★☆ 1.3K

\$38.00




bareMinerals
Original Loose Powder Mineral
Foundation SPF 15

30 Colors

★★★★★ 19.6K

\$32.00



Armani Beauty
Mini Luminous Silk Perfect Glow
Flawless Oil-Free Foundation

40 Colors

★★★★☆ 217

\$44.00

Product-relevant callouts

With thousands of products on display, shoppers tend to lose interest. 60% of shoppers leave a site without looking at a product page. While product tags of "new arrival" and "bestseller" are relatively common, retailers are now increasingly using product-relevant tags like "sustainable," "organic," etc. Currently, 62% of retailers have product callouts on their product listings, ranging from standard callouts like "bestseller" to more nuanced product characteristics.

Sephora displays interesting and trending product relevant callouts on its products like "clean beauty," "award-winning product," and "limited edition" to draw shopper interest.



Lauren Ralph Lauren
Sequined Crepe Jumpsuit

★ Be the first to [Write A Review](#)

\$182.00 with code: FRIEND ~~\$260.00~~ [Details](#)

4 interest-free payments of \$45.50 with **Klarna**. [Learn More](#)

Color: **Polo Black/ Pale Cream**



[Which Size Fits Me?](#)

Size: **Please select** | [Size Chart](#)

DISCOVERY: SPOTLIGHT

Live chat for product discovery and query resolution.

Chatbots offer a single, conversational interface within which shoppers can view order status, answer questions relating to a return policy, or help guide shoppers to relevant products.

10% higher

average order value for shoppers who use live chat compared to those who do not interact with the retailer.

Guest:
Can you please tell me the capacity of this water tank?

Agent:
<https://www.sonoma.com/products/breville-barista-express-espresso-maker>

Agent:
It's an extra-large water tank (67-fl. oz.-cap.) with a dedicated hot-water outlet.

Click on the link above to see more specifications.

Guest:
Are you offering same-day delivery on your online order? Are you offering multiple shipping options?

Agent:
We have 3 different delivery options

- **Overnight** takes 1-2 business days for **\$25.00**
- **Express** takes 3-4 business days for **\$15.00**
- **Standard** takes 5-7 business days for **free**

Please keep in mind that all orders placed after 10:30 am central time may take an additional 24 hours to be processed and shipped out

Live agent / chatbot providing product information.

While detailed product information is usually available on product pages, it is not always clearly visible. 82% of chat agents can look up product information (material, color, etc.) and share it with shoppers on chat.

Williams Sonoma helps shoppers by answering product queries based on detailed product information on the website and sharing appropriate links for shoppers to review.

Live agent / chatbot resolving queries on policies and processes.

95% of retailer sites have policies and FAQs in the footnote of the website, but they may not cover all scenarios. 85% of chat agents can look up policies (for example, return and exchange) to answer customer questions, submit requests or provide shortcut links for reference.

Neiman Marcus' chat agents can share details around return, exchange, and shopping policies.

02 | Purchase

Ease and convenience of placing and receiving orders

PURCHASE: OVERVIEW

Reimagining the ordering experience.

With a 70% cart abandonment rate, converting intent to purchase is one of the biggest challenges for retailers. Increased competition combined with elevated shopper expectations demands a quick, secure and seamless purchase process.

What was visionary a year ago, is ordinary today (for example, BOPIS, digital wallets, etc.). Going forward, operational execution (speed, ability to customize and personalize, and seamless visibility) will drive differentiation and provide a competitive edge.

WHY IT MATTERS

While flexible fulfillment and payment options are becoming mainstream, it is the ease and experience of ordering and receiving the products that will determine winners and losers.

85% of shoppers

intend to increase their adoption of BOPIS and curbside pick-up in the near future.

20% of shoppers

would abandon their cart if the checkout process is perceived as lengthy (more than 3 steps).

31% of shoppers

said that the security of their payment and data is the most important factor while making a purchase.

47% of shoppers

say that they find it difficult to get answers to their post purchase queries (add/delete item, return policy etc.).

WHAT WE ASSESS

This section assesses checkout process and capabilities, and the experience of placing and receiving an order through the different fulfillment methods. Ease of ordering is directly correlated to conversion and retention.

35 total attributes assessed, including:

- Adoption of different fulfillment options and speed of fulfillment
- Ease of viewing order status and order tracking
- Flexibility of modifying and cancelling orders
- Purchase assistance offered via live chat

PURCHASE: INDUSTRY COMPARISON

Grocery retailers have made huge strides in fulfillment capabilities.

Based on nuances of assortments and shopper preferences, retail segments differ significantly in the functional capabilities of their digital channels.

Grocers and general merchandise retailers offer the most advanced ordering and fulfillment capabilities such as the ability to contact order pickers, flexible delivery and pick-up options, expedited delivery and real-time order tracking.

While 55% of retailers allow shoppers to cancel an order, only 25% of retailers across formats offer the ability to modify (add/ delete items) an order on their own once it is placed.

	Lowest Adoption	Highest Adoption
Buy online pick up in store Industry average adoption: 78%	Consumer Electronics 50%	Grocery 83%
Option to cancel order once placed Industry average adoption: 55%	Health & Beauty 10%	Consumer Electronics 100%
Ability of agents to help with payments Industry average adoption: 36%	Grocery 6%	Consumer Electronics 67%



Retailers rated as Omnichannel Customer Service Experience Leaders in Purchase, in alphabetical order



Incisiv recognizes these 16 retailers and brands as leaders in **Purchase** within and across retail segments.



Building upon a solid foundation of table-stakes capabilities, they lead in the adoption of differentiated capabilities.



PURCHASE: SPOTLIGHT

Capability to check in-store inventory.

85% of shoppers are now looking to increase the use of BOPIS. Real-time accurate store inventory visibility is now a must-have for retailers.

90% of shoppers research products online before going to a store, and expect accurate and detailed information.

60% of retailers display in-store inventory information on their digital channels.

Target displays in-store stock availability, exact inventory on-hand as well as the exact location of the product in-store.

\$64.99

★★★★★ 366 | 147 Questions



Save 5% every day

With RedCard



Pay over time

With Affirm on orders over \$100



Quantity

1

Pick up today at
Irving North

[Edit store](#)

Only 3 left

Ready within 2 hours for pickup inside the store.

Aisle O4

Pick it up

Same Day
Delivery to 75039

[Edit zip code](#)

Deliver it

Get it tomorrow



Pickup: Order now for pickup on Fri, Nov 12 at Irving

[See all pickup locations](#)



FREE Shipping: Get it by tomorrow

[See all shipping options for 75039](#)

See it in-store: [Mansfield \(20.1 miles away\)](#) is the closest store with a demo model on display.

Choice of fulfillment options: BOPIS and curbside pick-up.

While shoppers were forced to adopt omnichannel fulfillment due to the pandemic, the convenience of the same has made it an attractive and sticky option for shoppers.

78% of retailers offer BOPIS, and 55% offer curbside pick-up.

Best Buy displays all available fulfillment options and delivery timelines based on the shopper's zip code. It also displays the closest store which has a demo model, solving a major pain point for electronics shoppers.

Incisiv's 2022 Omnichannel Customer Service Index
in Partnership with Genesys

PURCHASE: SPOTLIGHT

Live chat and agents enabling sales transactions.

For in-store transactions, shoppers have the benefit of reaching out to store associates for all their queries, from product advice to checkout and payment.

With the absence of this interaction on digital channels, shoppers tend to abandon transactions when they have questions or concerns. Live chats (bots or live agents) act as "digital associates" to help shoppers replicate the in-store experience and make for a seamless purchase journey.

Customer
can you checkout on my behalf

10/13/2021 10:57:15 PM

Sofia, Sephora Beauty Advisor
Yes. May I ask if you have a Beauty Insider account please?



Live Agent

As long as the order is still modifiable we can cancel the order and if any case, you can still return it as well.
a few seconds ago

Live agent / chatbot helping with payments & transactions.

A failed purchase transaction results in more than just the loss of one transaction; it results in the loss of customer trust.

62% of shoppers who experience a failed transaction will not return to the retailer.

Only 36% of retailers have chat agents who can help complete transactions.

Sephora's chat agents, called "advisors" can help shoppers complete purchase transactions based on information available in their user account.

Live agent / chatbot helping cancel orders.

55% of retailers allow shoppers to cancel an order before it is shipped.

However, the window is very narrow (average of 1 hour) and navigating the process can be tricky.

25% of retailers have agents that can help cancel an order before shipping.

Office Depot chat agents advise shoppers on the window for order modification and can help shoppers make the change as well.

A hand holding a smartphone, tilted diagonally. The screen shows a messaging app interface. At the top, it says 'vodafone IT' with a status bar showing '12:21'. Below that, there's a header 'Condividici ora (tutti)' and a list of items, including 'Scopri post'. The background is a solid dark purple.

03 | Customer Engagement & Service

Speed and effectiveness of customer service & interactions

CUSTOMER ENGAGEMENT & SERVICE: OVERVIEW

360-degree service for customer satisfaction.

In an increasingly digital world, the shopping landscape is continuously evolving, from new tools employed to new modes of fulfillment.

Customer communication and service are becoming increasingly important for shoppers to navigate these changes and transition from shoppers to loyal customers.

What are the customer service options offered to shoppers? Can shoppers use self-help options like FAQs and live chat for their queries? Can live chat help shoppers with all their queries in a timely and seamless manner?

WHY IT MATTERS

In the absence of physical interactions, customer satisfaction has to evolve from a call center resolution function to a proactive customer engagement and satisfaction engine, that will directly contribute to shopper loyalty.

43% of shoppers

plan to increase store visits to return an order.

89% of shoppers

are more likely to make another purchase after a positive customer service experience.

91% of shoppers

say that the ability of retailers to listen to them and understand their challenges is the most important element of service.

Only 15% of shoppers

said that they find it easy to get help/support while buying products online.

WHAT WE ASSESS

This section assesses all aspects of post-sales service, including return policies, engagement practices, and the ease of contacting customer service and getting queries resolved.

55 total attributes assessed, including:

- Availability of self-help tools including live chat options and FAQs
- Availability of customer engagement and shopping assistance options
- Effectiveness of live chat, including help with purchase transactions, product queries, past order history, etc.

CUSTOMER ENGAGEMENT & SERVICE: OVERVIEW

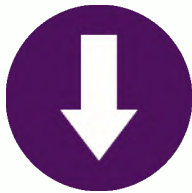
Department stores lead the pack with a rich set of digital capabilities to support customer engagement and service.

Based on nuances of the product and shopper preferences, retail segments differ significantly in the functional capabilities of their digital channels.

Department stores and apparel stores have strong service capabilities in the form of availability of service information, channels of customer service, chat options and live support.

Grocery retailers on the other hand, due to volume and nature of products, have the least mature customer service capabilities.

Lowest Adoption



Highest Adoption

On-demand live chat
Industry average adoption: 80%

Consumer Electronics
63%

Grocery
92%

Option to register and manage loyalty account
Industry average adoption: 72%

Health & Beauty
42%

Consumer Electronics
91%

Ability of chat agents to help shoppers with returns
Industry average adoption: 87%

Grocery
43%

Consumer Electronics
100%



Incisiv recognizes these 19 retailers and brands as leaders in **Customer Engagement & Service** within and across retail segments.

Building upon a solid foundation of table-stakes capabilities, they lead in the adoption of differentiated capabilities.

Retailers rated as Digital Experience Leaders in Customer Engagement & Service, in alphabetical order



CUSTOMER ENGAGEMENT & SERVICE: SPOTLIGHT

Option to provide instant feedback.

85% of shoppers would like to provide feedback to a retailer post a bad experience.

This feedback is critical for a retailer to understand and resolve the challenges at the right time. If retailers do not seek feedback themselves, this feedback makes it to public forums impacting brand reputation.

58% of retailer sites allow shoppers to provide instant feedback.

Nike allows its shoppers to provide instant feedback, categorized by different elements of its website and shopping experience.

First, what would you like to tell us about?

✓ Select an option

Our Website (Nike.com)

Our Apps (Nike App, NRC, NTC, SNKRS)

Our Retail Locations

Our Products

Customer Service Experience

Recommended For You



Saint Laurent
Medium Loulou Matelassé Leather
Shoulder Bag
\$2,350



Saint Laurent
Medium Envelope Monogram Matelassé
Leather Shoulder Bag
\$2,390



Saint Laurent
Lou Matelassé Leather Camera Bag
\$1,350



Saint Laurent
Large Envelope Monogram Matelassé
Leather Shoulder Bag
\$2,650



PRE-ORDER
Saint Laurent
Mini Lou Matelassé Leather Camera Bag
\$1,190

Personalized product recommendations.

With digital channels offering infinite shelf space, shoppers can get lost in the sea of products. Retailers have to guide shoppers to their products of choice based on available data, to maximize shopper experience and conversion.

56% of online shoppers are more likely to return to a website that recommends products. However, only 27% of websites offer personalized recommendations.

Saks Fifth Avenue uses browsing history to offer personalized product recommendations on the home page as well as the product display page.

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in Partnership with Genesys

CUSTOMER ENGAGEMENT & SERVICE: SPOTLIGHT

Personalized conversations on chat.

While creating an account, shoppers share their basic details with the retailer, including name, address, date of birth, etc. While shoppers are generally wary of sharing data, they do expect that the data that is shared translates into a better and more personalized experience.

Currently, only 16% of retailer chats address shoppers by name, and 50% of agents are aware of the products that the shoppers have added to the cart.

Ralph Lauren's chat agent introduces himself and addresses the customers by the name used in the user account.

Hi, Amanda. This is Nicholas.

I would be happy to assist. May I please have the style number of the item in question?

Amanda is typing...

Guest:

Thank you for all your help today

Agent:

You're welcome!

Before you go, did you want to take advantage of our membership program?

It's \$29 for the entire year. With Beyond+ you'll get a 20% discount for your entire purchase each time you shop plus free standard shipping.

Agent:

For more listing and promotions you may visit our website or download our app for shopping on the go! <http://itunes.apple.com/store//loyalty/beyondplus>

Agent promoting loyalty program.

Shoppers are 59% more likely to shop with a retailer where they have enrolled in a loyalty program compared to any other retailer.

Hence, retailers have a lot of reasons to convince shoppers to sign up for loyalty programs. However, in digital channels, there is limited interaction and the decision is left to the shoppers.

Only 4% of retailer agent chats introduce their loyalty program to shoppers.

Bed Bath & Beyond uses its agent chat channel (at the end of the chat) to educate shoppers on the benefits of the loyalty program as well as to download the app.

Leaderboard

The Complete 2021 Digital Customer Service Leaderboard

As part of its 2021 Digital Customer Service benchmark Index, Incisiv assessed the following 102 retailers across 8 industry segments and found: 16 leaders, 34 Challengers, 30 Followers, and 22 Laggards

[Get in touch](#) with Incisiv to request detailed information about your leaderboard position, or to request a custom benchmark.

BECOME A RETAIL INDUSTRY LEADER WITH GENESYS

Learn how to orchestrate unique, omnichannel brand experiences at scale and win customer loyalty with memorable engagement across your shopping channels.

[Talk to an Expert](#)

Abercrombie & Fitch	H-E-B Grocery	REI
Ace Hardware	H&M	Restoration Hardware
Albertsons	Hobby Lobby	Rite Aid
Amazon	Home Depot	Rue21
American Eagle Outfitters	Hy-Vee Food Stores Inc.	Saks Fifth Avenue
Apple	Ikea	Sally Beauty
Ashley	J.C. Penney Co.	Sears
AutoNation	J.Crew Group	Sephora Beauty
Autozone	Joann	Sherwin Williams
Bare Minerals	KMart	Shoe Carnival
Bath & Body Works	Kiehls	ShopRite (Wakefern)
Bed Bath and Beyond	Kohl's	Skechers
Belk	Lane Bryant	Staples
Best Buy	Levi's	Sunglass Hut
Big Lots	Lowe's home improvement	Target
BJ's Wholesale Club	Macy's	The Body Shop
Calvin Klein	Meijer	The Kroger Co.
Cartier	Men's Wearhouse	The North Face
Chewy	Menards	Tiffany
COACH (Tapestry)	Michael Kors	Timberland
Costco	Michaels Stores	TJX Companies
CVS	Microsoft	Tractor Supply Co
Dell	Neiman Marcus	Ulta Beauty
Dick's Sporting Goods	Nike	Under Armour
Dillard's	Nordstrom	Urban Outfitters
Dollar General	Office Depot	Victoria's Secret (L Brands)
Dollar tree	Overstock	Walgreens
DSW	Party City	Walmart
ebay	Petco	Wayfair
Family Dollar	PetSmart	Wegmans Food Markets Inc.
Foot Locker	Publix	Whole Foods
Forever 21	QVC	Williams Sonoma
GameStop	Radio Shack	Zale
Gap	Ralph Lauren	Zappos



ABOUT INCISIV

Incisiv is a peer-to-peer executive network and industry insights firm for consumer industry executives navigating digital disruption.

Incisiv offers curated executive learning, digital maturity benchmarks and prescriptive transformation insights to clients across the consumer and technology industry spectrum.

Insights from Incisiv's Digital Maturity Benchmarks have been featured in leading publications such as: Bloomberg, Forbes Retail Dive, CNBC, MarketWatch and Supermarket News.

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