Without AI, companies may fall behind the competitors they already have—and the ones they didn’t see coming.

**ANYTHING BUT THE BEST IS A BUST**

**PUT AI TO WORK ON THE BEST CUSTOMER ENGAGEMENT EXPERIENCE**

Customers have more choices than ever, so anything short of a seamless retail experience can cost you their loyalty. Keeping customers engaged takes a near real-time, omni-channel experience that delivers personalized and contextual insights. You’ll need a smart, data-driven solution to get you there.

Offer your customers more with AI. IBM can help you:

- Present a personalized, near real-time, contextual and omnichannel experience to customers on virtually all devices and in store
- Optimize inventory to help people find what they want faster
- Create a fast fashion model to get products to customers at the speed of online commerce
- Deliver on your return and exchange policy to exceed customer expectations
- Capitalize on the right data to fine-tune and personalize offers and messages at every customer touchpoint.

Leverage near real-time insights to predict, assess and mitigate supply chain disruptions, improve demand forecasting and manage order fulfillment.

Create superior omnichannel shopping experiences for your customers, from browsing and purchase, to order tracking.

Forbes asked 300 executives what role AI will play in building the ultimate customer experience. 2

- 64% of leading edge companies are confident that AI will optimize their customer experience.2
- 53% say they will have AI programs in full production within one year.2
- 69% of leading edge companies believe AI will improve loyalty.2

HSN uses AI to identify sticking points in its customers’ journeys.

60% of the executives believe AI will help them get new customers.2

Performance Bicycles uses AI to create personalized offerings.

48% of those surveyed believe siloed business units hinder a seamless customer experience.2

Charlotte Russe uses AI to manage order fluctuations and promotions, and give customers near real-time visibility to multi-channel inventory.

We listened to more than 150,000 social media conversations between 10 top retailers and their customers, and here’s what we found:

- 60% of retailers heard from customers frustrated with their digital experience.1
- 90% of retailers had customers frustrated with fulfillment and delivery.1

**What is it about the digital experience?**

- Inconsistent experiences across devices, including items lost from virtual carts
- Being kept in the dark about the inventory and promotions of stores nearby

- 60% of retailers heard from customers frustrated with their digital experience.1

**What is it about fulfillment and delivery?**

- Delayed or unfulfilled orders due to retailers’ inventory issues
- A lack of visibility into orders and shipments and no explanations about delays

- 90% of retailers had customers frustrated with fulfillment and delivery.1

**What is it about returns?**

- Refunds from mail orders that take too long to show up in customers’ bank accounts
- Burdens placed on customers to return things, even when retailers sent the wrong item

- 100% of retailers had customers who were frustrated with the return and exchange process.1

Get Started Now

**Download the report [HERE](#) to learn more about Watson Customer Engagement.**

2 Forbes Insights, sponsored by IBM, Industry-Leading Customer Experiences: How To Identify Opportunities, Bridge Silos And Accelerate Results With Augmented Intelligence, 2017.