



# USE CASE: Acqueon for Retail

The pandemic opened the door for a long-overdue "Retail Reset" that can help many retailers move into more stable, more profitable positions than at any other time in history. But first, today's retailers must re-examine their legacy tech stack, systems & customer engagement strategies.

**96%** of customers expect seamless experiences across channels (Deloitte)

## THE TOP RETAIL CHALLENGES *(as described by our customers)*

Digital transformation, proactive service & customer loyalty strategies have become MUST-HAVES for Retailers. They need a strategic partner to help them provide seamless customer experiences. Here's how our Retail customers describe their top challenges:

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The trends and technology in our industry is changing so fast; it's difficult to keep up with our competitors.

We're winning business, but we struggle to retain customers.

We're falling behind because don't have any capabilities that allow us to predict consumer behavior.

We know we have to provide amazing digital experiences to drive customer loyalty and revenue but trying to do this at the same time we're dealing with staff shortages is a lot.



## RETAILERS USE ACQUEON TO OUTPACE COMPETITION & GENERATE REVENUE

Acqueon Engagement Cloud: it's the leading Conversational Engagement Platform & includes:

- 1) An advanced Campaign Manager powered by:
  - 2) AiQ (Acqueon's Data Intelligence platform w/ built-in, Real-time Conversational Intelligence capabilities & a Customer Engagement Data Platform).
- Enables enterprises to orchestrate & execute outbound proactive campaigns & sequences.
  - Includes predictive models to determine Next Best Action & Propensity to Buy
  - Easy to setup/use Reports & Dashboards
  - Built-in Compliance Suite for complete compliance adherence

## RETAILERS W/ DIGITAL TRANSFORMATIONS ARE:

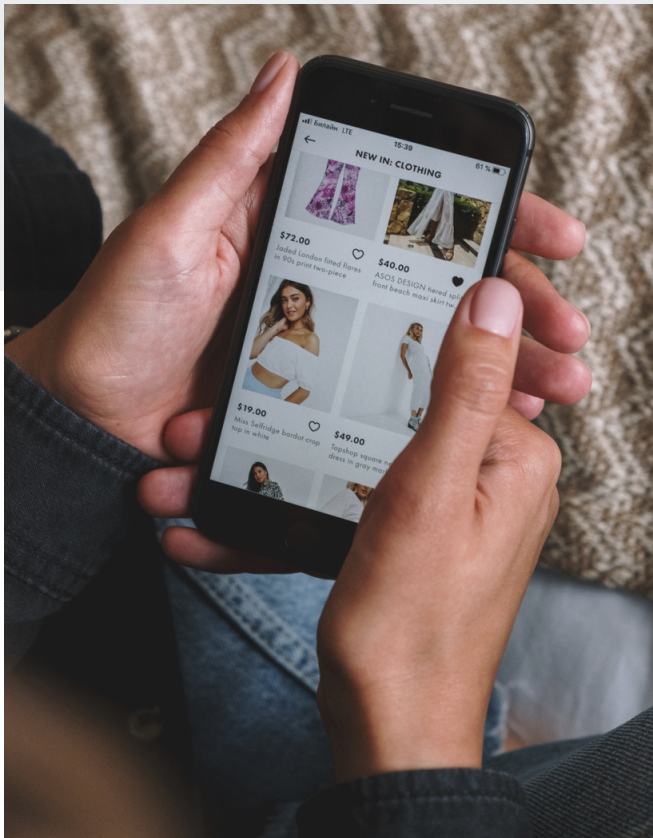
**50%** more likely to see a 15%+ increase in annual EBITDA (Ernst & Young)

## RETAIL BUSINESS AREAS ACCELERATING RESULTS W/ ACQUEON

- ✓ Sales
- ✓ Customer Service
- ✓ Supply Chain
- ✓ Logistics
- ✓ BPOs Supporting Retail

### MOST WIDELY-USED ACQUEON FEATURES IN RETAIL

- Balancing Across Lists
- Business Filtering & Contact Segmentation
- Campaign Chaining
- Right Party Connect (RPC)
- Personalized Campaigns
- Call-Back Support
- Propensity to Buy/Pay



## RESULTS & OUTCOMES: HOW RETAIL CUSTOMERS ARE MEASURING SUCCESS

Success is defined differently at every company, but most of our Retail customers measure similar KPIs. Based on typical outcomes, here's how using Acqueon has improved success KPIs for our customers:

- +12%** Revenue per Call
- 19%** Cost per Sale
- +5%** Net Promoter Score (NPS)
- +29%** Customer Satisfaction (CSAT)
- +38%** Hit Rate
- +7%** Cross-Sell Rate

## WHY ACQUEON?

1. We're proven to help Retail organizations maximize the full potential of every customer conversation & transform from reactive to PROACTIVE customer engagement
2. Acqueon Engagement Cloud is the leading Conversational Engagement platform for proactive revenue generation + customer engagement @ large/mid size Retailers (our customers include Costco, PetSmart, Rooms to Go, Ashley Furniture & Sears)
3. Integrates w/ all leading on-prem & cloud Contact Center solutions (plus Salesforce & virtually every CRM & EHR)
4. Comprehensive, built-in Compliance Suite (so you avoid pitfalls related to DNC, TCPA & the long list of rapidly morphing/growing Fed/State regulations)
5. Built-in Real-Time Agent Coaching, Real-Time Agent Guidance & Real-Time QM (so you connect more AND get to YES-outcomes more!)

**Outperform Your KPIs & Growth Goals: Use Acqueon's Conversational Engagement Platform for Proactive Revenue Generation & Customer Engagement.**