INCISIV

Digital Maturity Index

Omnichannel Customer Service 2022

IN PARTNERSHIP WITH

GENESYS™

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

The path to purchase is no longer linear. Digital is the first point of entry.

91%

of customer service inquiries now start via digital channels.

Ease of Switching

Shoppers can switch brands at the point of friction easier than ever before.

1 in 2

customers say they would switch to a new brand after one bad experience.

Amazonification of Everything

The bar is constantly being raised in an already uneven playing field.

Free – Returnless

Players like Amazon use *free to and from the customer* as a strategic offensive tactic.

The Great *(Retail)* Resignation

Retailers will have to learn to do more (for customers) with less (employees).

Labor shortage

is the #1 customer service impediment for retailers who have brick & mortar stores.

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

Transparency
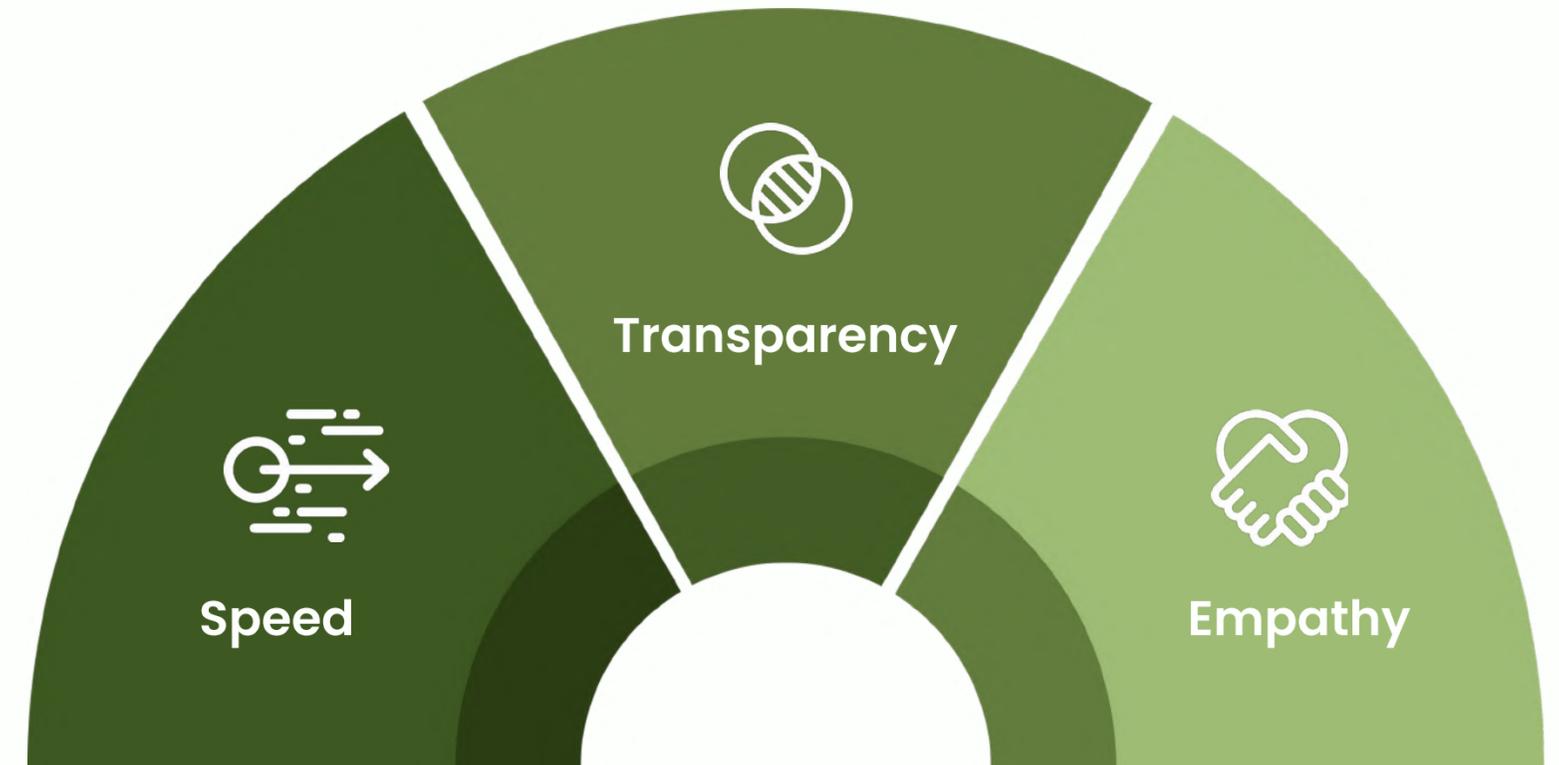
Empathy

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

e.g. Let me edit my order easily - e.g. 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 me where my 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. For a high lifetime value shopper with a limited history of returns, be accommodating of a return that may be outside the return window policy.

The benchmark of excellent customer service 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.

Apple — 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 2022 Omnichannel Customer Service Index explores.

As digital becomes the front door to the retail experience, retailers straddled 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 volume of data (e.g. past purchases, browsing history, product attributes, inventory availability).

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

Discovery

71%

of retailers enable clear visibility of promotions and deals.

25%

of retailers offer shopping assistance from experts.

Purchase

93%
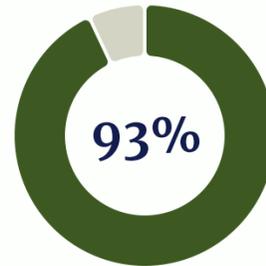
of retailers offer self-service options for order tracking.

25%
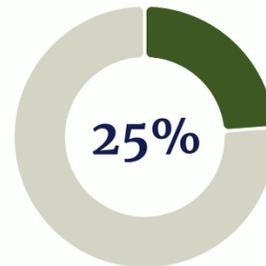
of retailers allow order modification before it is shipped.

Customer Engagement & Service

71%
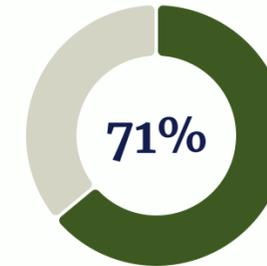
of retailers offer the option to return online purchases in physical stores.

5%

of retailer make chat history available (across channels).
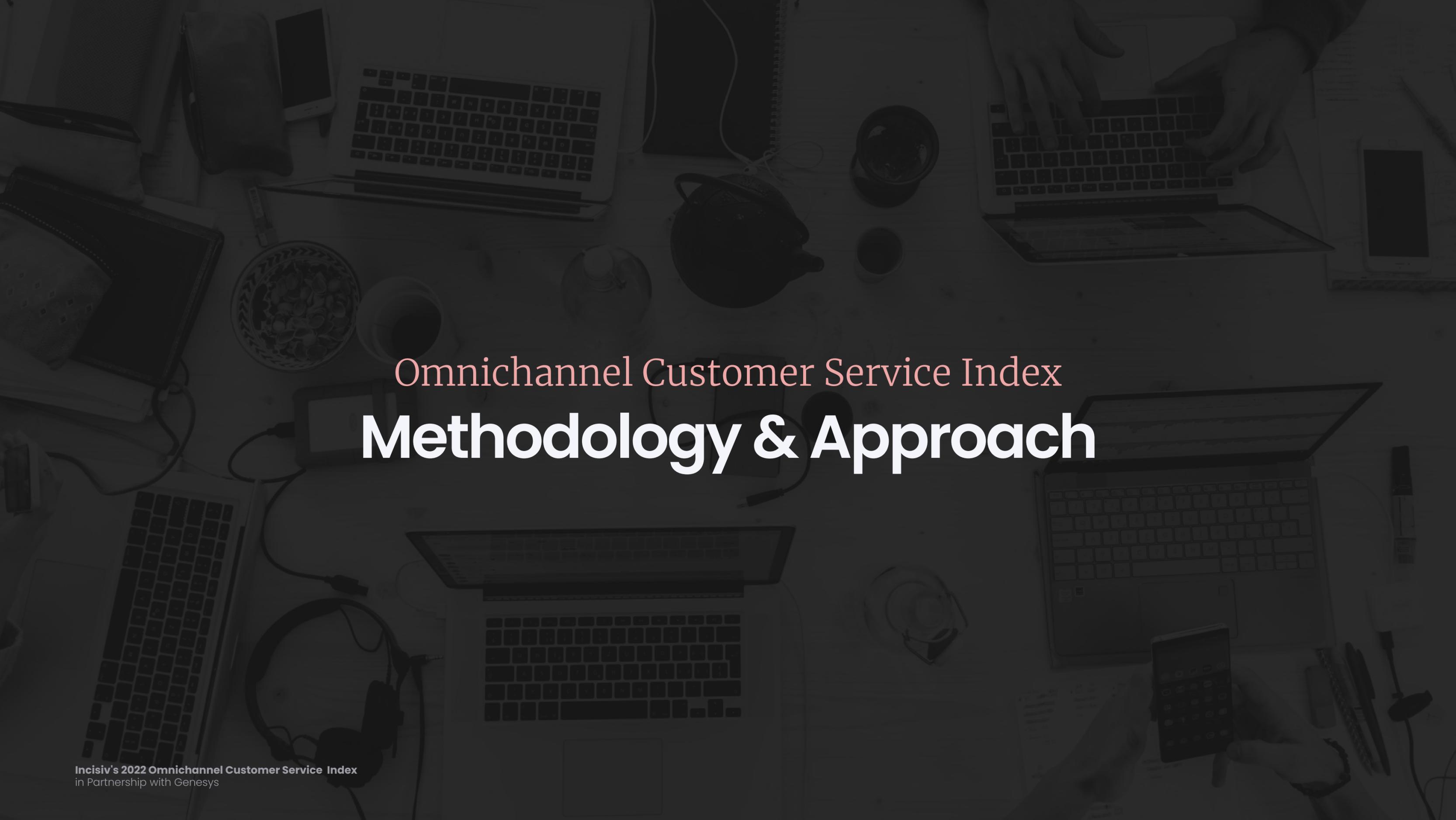
Omnichannel Customer Service Index

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).

Insights from Incisiv's Digital Maturity Benchmarks have been featured in leading publications

Bloomberg

Forbes

RETAIL DIVE

CNBC

MarketWatch

sn SUPERMARKET NEWS

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 comprised 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.

Purchase

Ease of placing and receiving orders
35 attributes

Discovery

Availability of information and assistance at every step
20 attributes

Customer Engagement and Service

Speed and effectiveness of customer service interactions
55 attributes

Omnichannel Customer Service Index

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)

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.

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.

Illustrative examples of **table-stakes** and **differentiating experiences**

Discovery

- Clear visibility of product categories and other home page elements
- Multiple product images and videos
- Ease of contacting customer service
- Interactions with brand experts for shopping assistance
- Ability of customer service to help with product queries in real-time

Purchase

- In-store inventory visibility
- Visibility of order status and order tracking
- Updates to customers: order notifications, pick-up ready, etc.
- Option to complete purchase transaction via live customer service
- Connect with store order picker
- Option to modify orders via customer service

360-Degree Service

- Telephonic customer service
- Live chat on demand
- Option to manage loyalty membership
- Personalized communication with customer service
- Shopper information available to customer service- products in cart, browsing history, etc.

Omnichannel Customer Experience Index: Rating categories

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

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

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.

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: Medium
Adoption of differentiators: Low

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

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

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

Omnichannel Customer Service ··· Overall

Incisiv recognizes these 16 retailers and brands as **Overall Omnichannel Customer Service Leaders** within and across retail segments.

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

The full leaderboard is available at the end of **this** report.

Retailers rated as Omnichannel Customer Service Leaders, in alphabetical order

01 |Discovery

Availability of information and assistance at every step

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 an intuitive and accurate 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 channel 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.

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

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

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

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

The full leaderboard is available at the end of this report.

bareMinerals
THE POWER OF GOOD

BEST BUY

COACH
NEW YORK

Dillard's

FOREVER 21

Kiehl's
SINCE 1851

macy's

NORDSTROM

SEPHORA

THE HOME DEPOT

WILLIAMS SONOMA
CALIFORNIA

ZALES
THE DIAMOND STORE®

Product demonstration videos.

Product videos help shoppers get an intimate feel of the product and make up for the lack of touch-and-feel of the product. 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
★★★★½ 19.6K
$32.00

Armani Beauty
Mini Luminous Silk Perfect Glow Flawless Oil-Free Foundation
40 Colors
★★★★☆ 217
$44.00

Product relevant call-outs.

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.
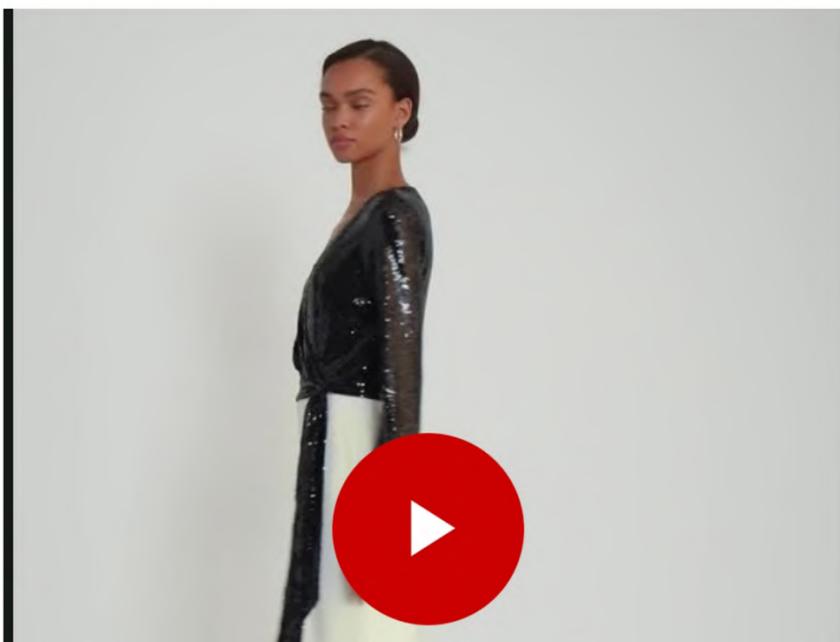
Lauren Ralph Lauren
Sequined Crepe Jumpsuit

★ 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

Live chat for product discovery and query resolution.

Chatbots and live agents provide shoppers immediate assistance at the time of their greatest engagement. Be it to quickly look-up order status, answer a query about return policy, or to help guide shoppers to relevant products– chatbots offer shoppers a single, conversational interface within which they can achieve their goal.

10% higher

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

User: [10/5/21, 9:08:28 PM] can you please let me know the capacity of its water tank

Agent: [10/5/21, 9:08:50 PM] https://www.williams-sonoma.com/products/breville-barista-express-espresso-maker/?pkey=s~BES870XL~1&sbkey=default

Agent: [10/5/21, 9:09:15 PM] Clink on link all the specifications are there, it's Extra-large water tank (67-fl.-oz.-cap.) and dedicated hot-water outlet.

are you offering same day delivery on your online order? / Are you offering multiple shipping options?
Humberto C.
08:56 AM
We count with 3 different delivery services:

.- 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 have 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, and raise 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

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 method. 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

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

Lowest Adoption   **VS**   **Highest Adoption**

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

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

Omnichannel Customer Service ... Purchase

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

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

The full leaderboard is available at the end of this report.

ACE Hardware

Albertsons

BED BATH & BEYOND
Beyond any store of its kind.

belk

BJ's

DICK'S SPORTING GOODS

H-E-B

macy's

Office DEPOT

Party City

Publix

RALPH LAUREN

SEPHORA

Target

Kroger

WHOLE FOODS MARKET

Capability to check in-store inventory.

With 85% of shoppers 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. Currently, 60% of retailers display in-store inventory information on their digital channel.

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

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.

$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

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. Currently, 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.

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.
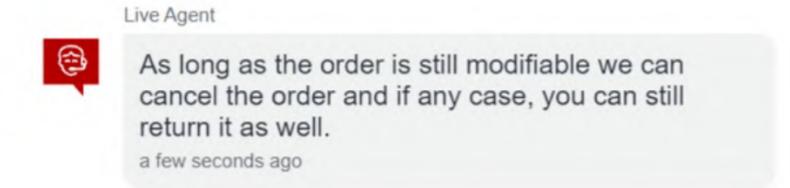
Live agent / chatbot helping cancelling orders.

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. Currently, 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.

03 | Customer Engagement & Service

Speed and effectiveness of customer service & interactions

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 pro-active 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 the ease of shoppers to contact customer service or get their queries resolved, return policies and engagement practices.

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.

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 volume and nature of products, have the least mature customer service capabilities.

Lowest Adoption ⬇   **VS**   ⬆ **Highest Adoption**

Lowest Adoption		Highest Adoption
Consumer Electronics 63%	**On-demand live chat** Industry average adoption: 80%	**Grocery** 92%
Health & Beauty 42%	**Option to register and manage loyalty account** Industry average adoption: 72%	**Consumer Electronics** 91%
Grocery 43%	**Ability of chat agents to help shoppers with returns** Industry average adoption: 87%	**Consumer Electronics** 100%

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

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-stake capabilities, they lead in the adoption of differentiated capabilities.

The full leaderboard is available at the end of this report.

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. Currently, 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.
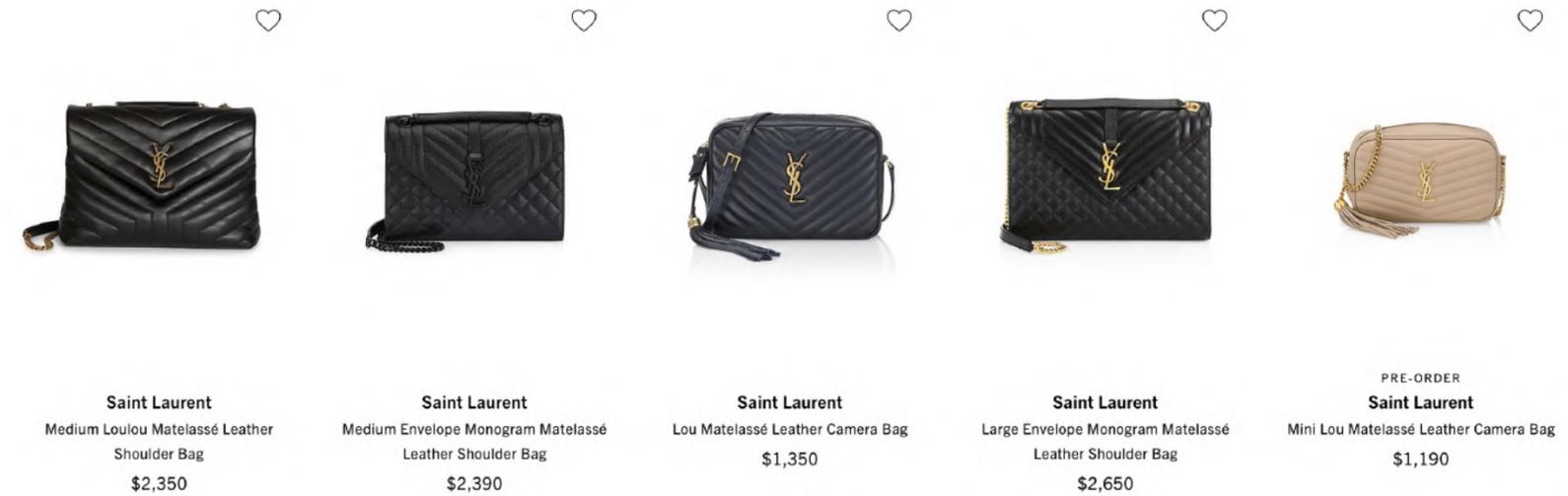
Personalized product recommendations.

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.

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.

You're welcome. For more listings and promotion you may visit our website www.bedbathand beyond.com.

Before we can end this chat conversation, you may take advantage of our $29 membership program here in Bed Bath and Beyond for the whole year. With Beyond Plus you get 20% discount for the entire purchase every time you shop plus free standard shipping. For more information you visit https://www.bedbathandbeyond.com/store/loyalty/beyondplus.

Have you used our app yet? For iOS users, download our app and use all its features while you are on the go! https://itunes.apple.com/us/app/bed-bath-beyond/id495955880?mt=8

Hi, Anshul. This is Nicholas. I would be happy to assist. May I please have the style number of the item in question?

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.
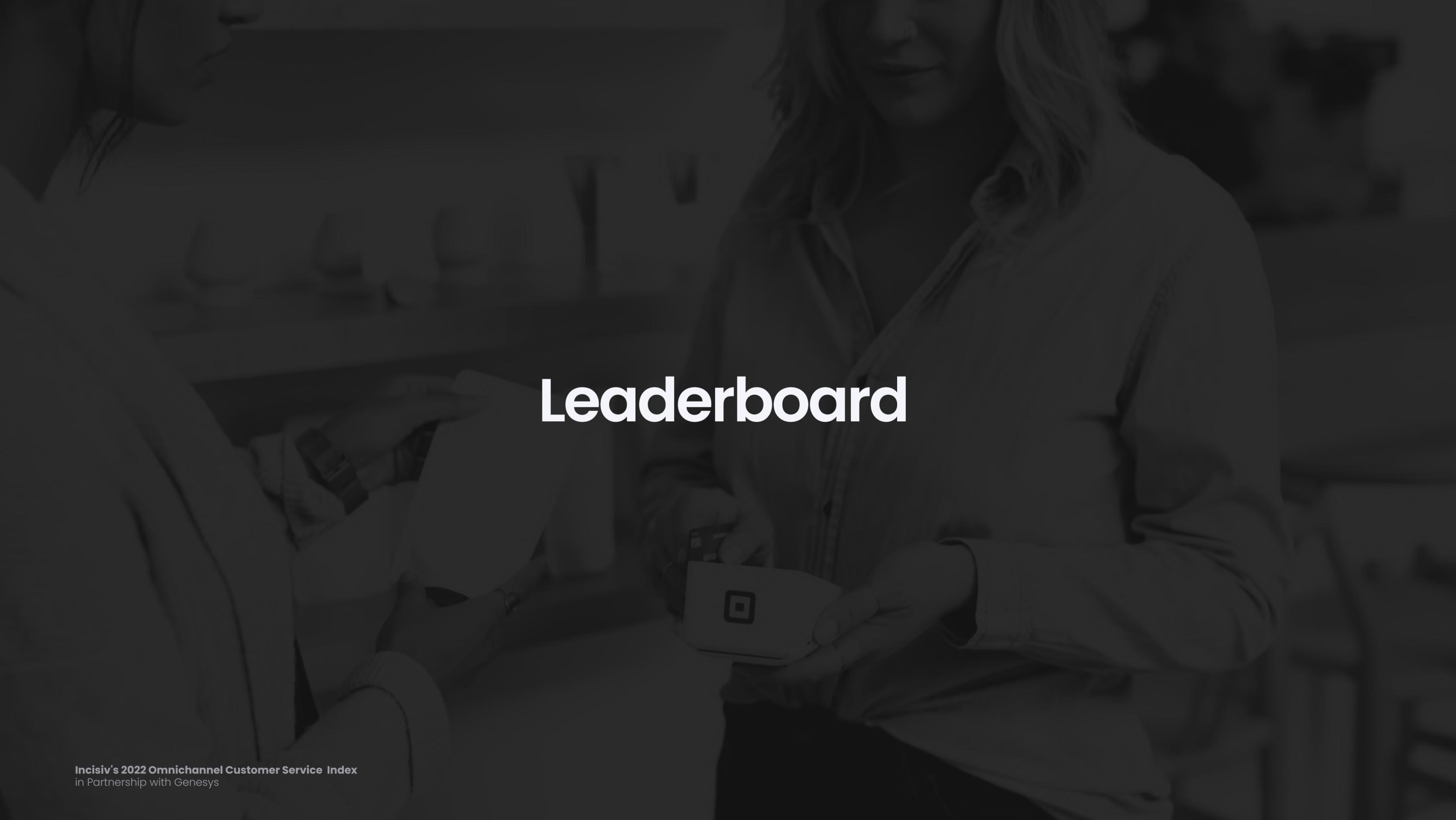
Leaderboard

The Complete 2022 Omnichannel Customer Service Leaderboard

Leaders

As part of its 2022 Omnichannel Customer Service benchmark Index Incisiv assessed 102 retailers across 8 industry segments. The complete list of assessed retailers is provided here.

Each retailer assessed was given an overall rating as well as a functional-area rating across purchase, discovery, and customer engagement & service. Incisiv's analysis found:

- 16 Leaders
- 34 Challengers
- 30 Followers
- 22 Laggards

Get in touch to request detailed information about your rating, or to request a custom benchmark.

|		
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

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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.

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ABOUT GENESYS

Every year, Genesys orchestrates more than 70 billion remarkable customer experiences for organizations in more than 100 countries. Through the power of our cloud, digital and AI technologies, organizations can realize Experience as a ServiceSM our vision for empathetic customer experiences at scale. With Genesys, organizations have the power to deliver proactive, predictive, and hyper personalized experiences to deepen their customer connection across every marketing, sales, and service moment on any channel, while also improving employee productivity and engagement. By transforming back-office technology to a modern revenue velocity engine Genesys enables true intimacy at scale to foster customer trust and loyalty.

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