



2024 Retail Customer Experience Index

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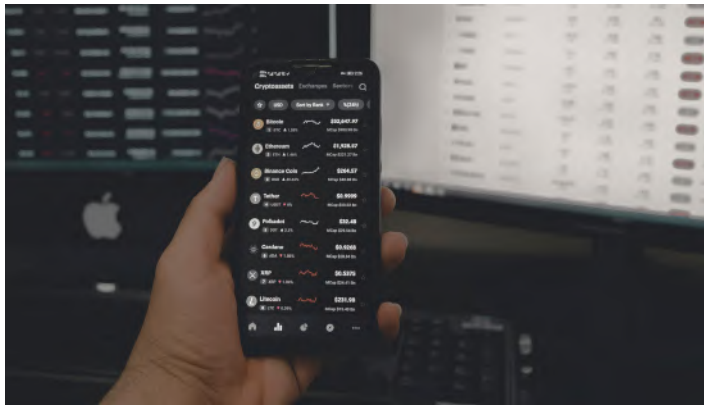
Market Trends

Consumer Behavior & Outlook



The retail landscape is undergoing a dramatic transformation, driven by changing consumer behavior, global uncertainty, and technological evolution.

Market Saturation



The U.S. retail market is highly saturated, driving the need for exclusive products and services that differentiate brands in a crowded space.

1 in 2 consumers struggle to distinguish products, highlighting the need for exclusive offerings.

Source: Incisiv consumer survey of 5,000 respondents

Globalization



With increased access to international products, U.S. retailers face higher consumer expectations for variety, quality, and competitive pricing.

72% of consumers say global product availability affects their choice of retailers, particularly in fashion and electronics.

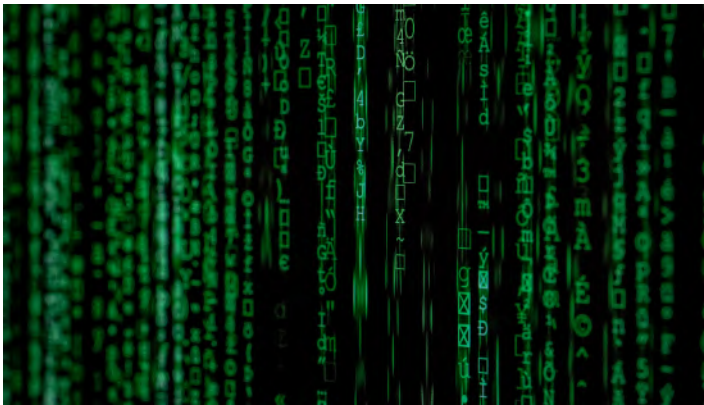
Social Responsibility



Consumers are prioritizing brands that demonstrate ethical sourcing and environmental sustainability, pushing retailers to adopt more responsible practices.

63% of consumers are more loyal to retailers that demonstrate strong social and environmental responsibility.

Technology Revolution



Advanced technologies like AI and automation are reshaping the retail industry, enabling more personalized and efficient shopping experiences.

54% of shoppers are more likely to complete a purchase after a personalized support session, powered by AI and data analytics.

Shoppers expect hyper-personalized, convenient, speedy, and seamless service interactions with retailers.



Hyper-personalized

interaction tailored to shoppers' needs and issues. Focus on delivering a highly personalized and differentiated experience.

85%

of shoppers are satisfied with hyper-personalized marketing, which significantly boosts customer engagement and drives revenue growth.



Convenience

of support across channels: A truly omni-channel approach to ensure consistent support and seamless transitions between channels.

73%

of shoppers expect interactions across channels to be integrated and viewed as a single conversation by support agents.



Speed

and efficiency in response time and resolution. The emphasis is on minimizing wait times and streamlining processes to enhance overall effectiveness.

60%

of shoppers would switch brands offering slow issue resolution response time.



Proactive

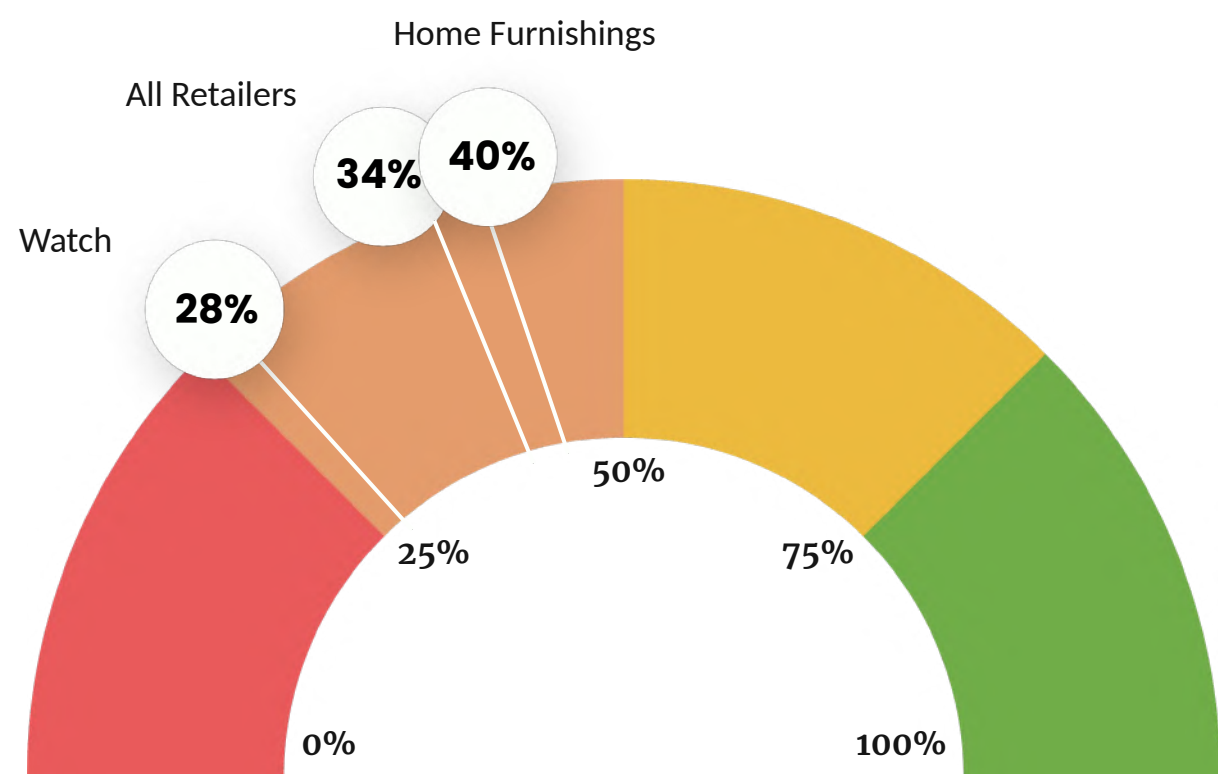
service. Anticipate customer needs and address potential issues before they escalate. Don't wait for customers to contact you with a problem.

62%

of shoppers value timely notifications about order status, delays, or potential issues.

Source: Incisiv consumer survey of 5,000 respondents

Customer experience capability maturity is low across retail segments.



Retail's overall maturity in customer experience is on the lower end of the spectrum, with an average of 34% of all retailers personalizing just one third of their shopper journey. However, as brands have prioritized customer experience strategies in recent years, maturity levels have been trending upward.

The Home Furnishing segment leads with an adoption rate of 40%, making it significantly more mature (1.4x) compared to the Watch segment, which has an adoption rate of 28%.



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

Also, which retailers provide the best customer experience for shoppers? Incisiv's 2024 Retail Customer Experience Index explores the answers to these questions.

Retail Customer Experience Index

Benchmark overview



Incisiv's 2024 Retail Customer Experience Index assesses top retailers' support and engagement capabilities and experiences across three key areas.

The index is comprised of the top retailers and brands across 11 different industry segments. Each retailer's customer support capabilities and experience will be assessed using an observational methodology.



Note: Unless otherwise stated, all data in this report is from the Incisiv consumer survey of 5,000 respondents and customer experience audits

131

retailers benchmarked

101

digital capabilities assessed

11

industry segments covered

Apparel, Automotive Parts, Consumer Electronics, Department Stores, Footwear, Household Appliances, Home Furnishings, Home Improvement, Luxury, Sporting Goods, Watch

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 retail performance KPIs.

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

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



Engagement Methods

- Availability of chat assistance
- Integrated IVR
- Assistance from voice center agents
- Email and contact form support
- **AI-powered chatbot**
- **Connect to store directly via live chat agent**
- **Support via text (SMS)**
- **Support via social media**



Personalized Experience

- Schedule virtual or in-store appointments with experts for assisted shopping
- Schedule service or repair appointments via chat and voice
- Get reminders for appointments, launches, sales events etc.
- **Tailored product recommendations by chat and voice agent**
- **Personalized chat interactions with brand professionals**
- **Capability of agent on chat & voice to recognize user and address them by name**



Resolution Mechanism

- Request virtual assistant to transfer to a live agent on call
- Live chat and voice agent support on product availability, payment, order notifications and returns
- **Feedback capture via chat and voice**
- **Ticketing system for customer complaints and queries**
- **Capability of live chat agent to transition to agent on call**
- **Capability to checkout using chat service**
- **Ability to self cancel an order or via chat or voice**

Retail Customer Experience Index: Rating Categories.



Laggards offer a severely lacking customer experience, missing even some basic table stake functionality.

Adoption of table stakes capabilities:
Medium

Adoption of differentiators: Low



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

Adoption of table stakes capabilities:
Medium-High

Adoption of differentiators: Low



Challengers offer a seamless customer 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 capabilities:
High

Adoption of differentiators: Medium



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

Adoption of table stakes capabilities:
High

Adoption of differentiators: High



Overall Leaders.

Incisiv recognizes these 9 retailers and brands as **Overall Customer Experience** Leaders within and across retail segments.

They are the benchmark for customer experience in 2024, offering differentiated experiences across the shopping journey.

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

Retailers rated as Customer Experience Leaders, in alphabetical order.

 Consumer Electronics	 Home Furnishings	 Household Appliances	 Watch
 Home Furnishings	 Home Furnishings	 Home Furnishings	 Home Furnishings
 Luxury			

Retail Customer Experience Index: Leaders vs. Non-Leaders

Highlights:

Retailers in the US continue to excel in shopper engagement by blending efficient self-service options with empathetic human interaction. Technologies such as chatbots, IVR systems, and virtual assistants, along with live agent support for payments, order modifications, and returns, have been effectively implemented to enhance shopper satisfaction. However, a significant gap remains in delivering a fully personalized omnichannel experience.

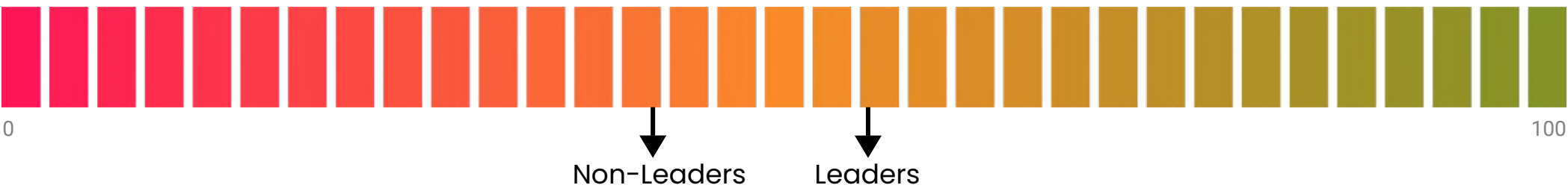
Outlook:

Customer experience capability adoption remains modest, even among retail leaders, with only 17% embracing differentiating capabilities. Retailers need to leverage AI and data analytics to predict customer behavior, offering hyper-personalized support, product recommendations and outcomes that resonate with individual preferences. This approach will drive deeper customer engagement and loyalty.

Overall



Engagement Methods



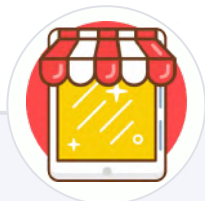
Personalized Experience



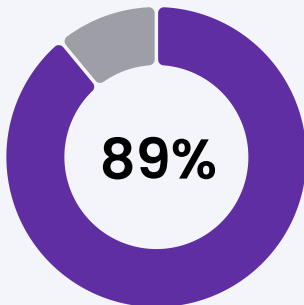
Resolution Mechanism



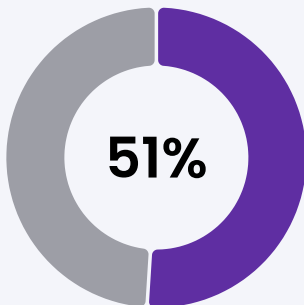
Retailers must continue to advance their digital capabilities to keep up with shopper expectations.



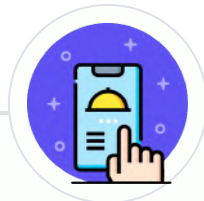
Engagement Methods



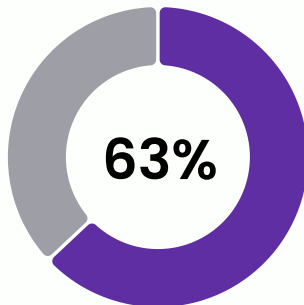
of shoppers expect retailers to offer support across multiple channels (email, chat, IVR, phone etc.)



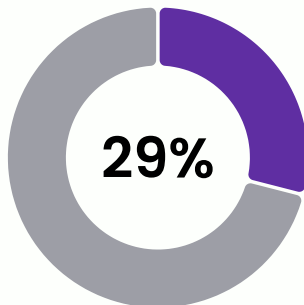
of retailers offer support across more than 2 channels



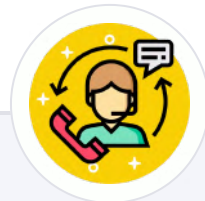
Personalized Experience



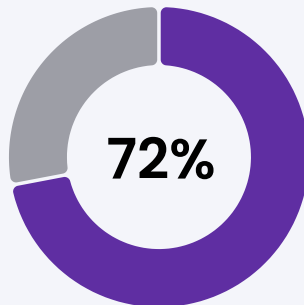
of shoppers express satisfaction with customer service when interactions are tailored to their needs



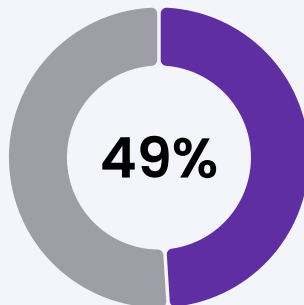
of retailers offer personalized recommendations based on user's needs



Resolution Mechanism

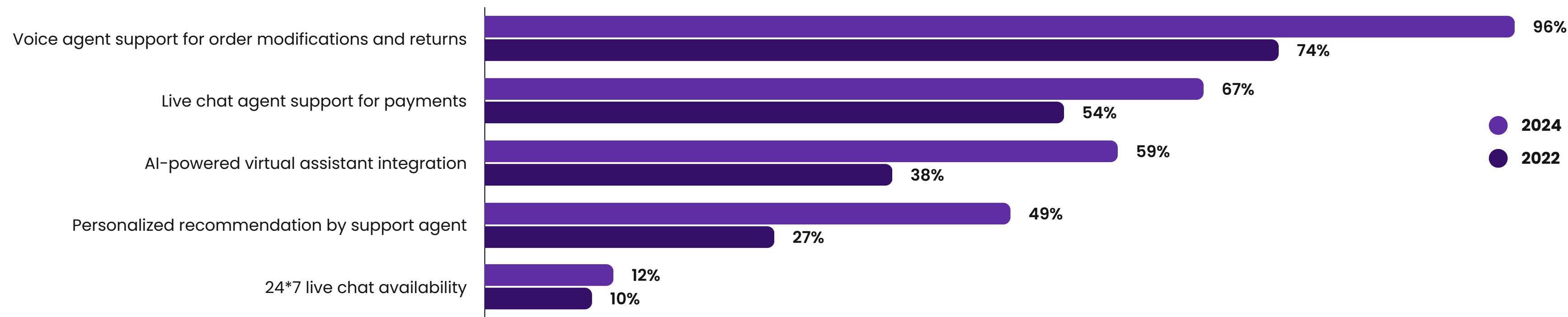


of shoppers expect issue resolution in a single interaction



of retailers offer immediate assistance via chat or voice

While retailers are trying to keep pace with technology trends, gaps still remain across capability adoption and customer expectations.



	Wait time for agent on chat	Wait time for agent on call	Wait time for agent on IVR
Best in Class peak time	0.27 Minutes	1.05 Minutes	0.50 Minutes
Average	2.15 Minutes	4.07 Minutes	3.49 Minutes
Shopper expectation	2 Minutes	2 Minutes	2 Minutes
Best in Class lean time	0.10 Minutes	0.15 Minutes	0.30 Minutes

01 | Engagement Methods

Support Channels and Self-Help



Comprehensive engagement strategies facilitate seamless customer interactions and enhance satisfaction

Customer engagement now extends beyond traditional support, incorporating various methods of issue resolution and leveraging AI across all customer touchpoints to ensure a seamless journey.

Effective engagement begins with diverse support options, such as virtual assistants, live chat, and voice interactions to provide timely assistance as customers navigate both the digital and physical space.

The use of AI and automation enables businesses to improve support efficiency, simplify interactions, and drive a more cohesive customer journey.

WHY IT MATTERS

97% of customers prioritize service interactions as one of the top drivers of brand loyalty. To reduce friction and enhance shopper experience, it's essential to offer diverse support options. Providing continuous, multi-channel assistance ensures easy access to support, builds trust, and increases satisfaction and loyalty.

57% of shoppers

would switch retailers following a poor support experience.

52% of shoppers

prefer automated self service powered by chatbots for order status queries, product availability, store information or any other assistance.

62% of shoppers

prefer human interaction for issues like payments, order cancellations and status of an open issue.

WHAT WE ASSESS

This section evaluates the retail customer experience index with a focus on engagement methods. The assessment examines various customer interaction channels and support mechanisms to determine the effectiveness of customer engagement and assistance.

17 total capabilities assessed, including:

- Integration of various support methods, including virtual assistants, telephonic support, live chat, and text messaging.
- Availability of self-service capabilities such as FAQs, along with support via email/contact forms.
- Implementation of interactive systems, including IVR (Interactive Voice Response) and third-party messaging platforms.
- Support availability window with options to request a callback and extended availability window for chat or voice interactions.



Leaders in Engagement Methods.

Incisiv recognizes these 13 retailers and brands as leaders in **Engagement Methods** 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.

Retailers rated as Contact Center Capability Leaders in Engagement Methods, in alphabetical order.

 Apparel	 Department Stores	 Footwear	 Apparel
 Luxury	 Apparel	 Footwear	 Consumer Electronics
 Consumer Electronics	 Home Improvement	 Apparel	 Footwear
 Home Furnishings			

Apparel followed by luxury retailers lead in the adoption of customer engagement strategies.

Apparel retailers are at the forefront of customer interaction by effectively utilizing text messaging, voice communication, and an omnichannel live chat experience to significantly enhance customer engagement. Luxury retailers, on the other hand, excel in providing support through email, contact forms, and IVR systems, highlighting their focus on efficient and reliable communication channels.

In contrast, watch and home improvement retailers are currently lagging in the adoption of live chat, IVR, and text messaging support. Addressing these shortcomings by expanding their support capabilities could greatly enhance customer satisfaction and engagement within these sectors.

Highest Adoption



Lowest Adoption

Apparel
100%

Availability of live chat
Industry average adoption: 85%

Watch
50%

Apparel
30%

Customer support via text messaging
Industry average adoption: 14%

Home Improvement,
Sporting Goods
0%

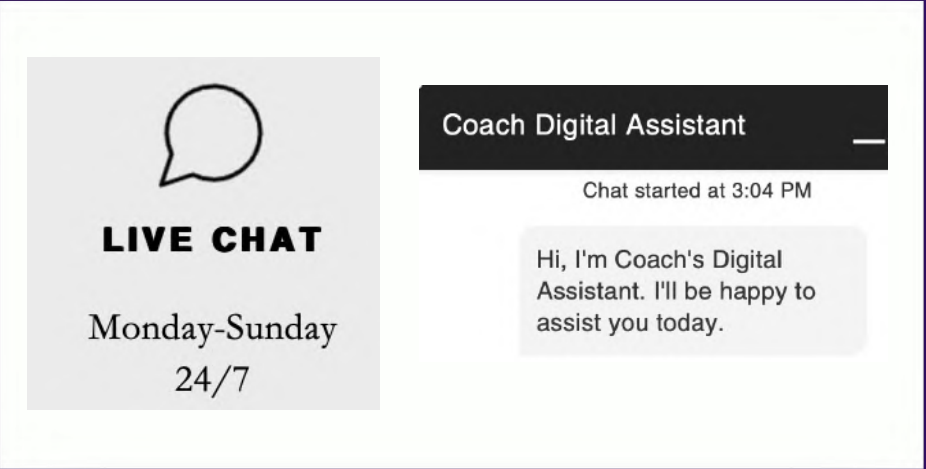
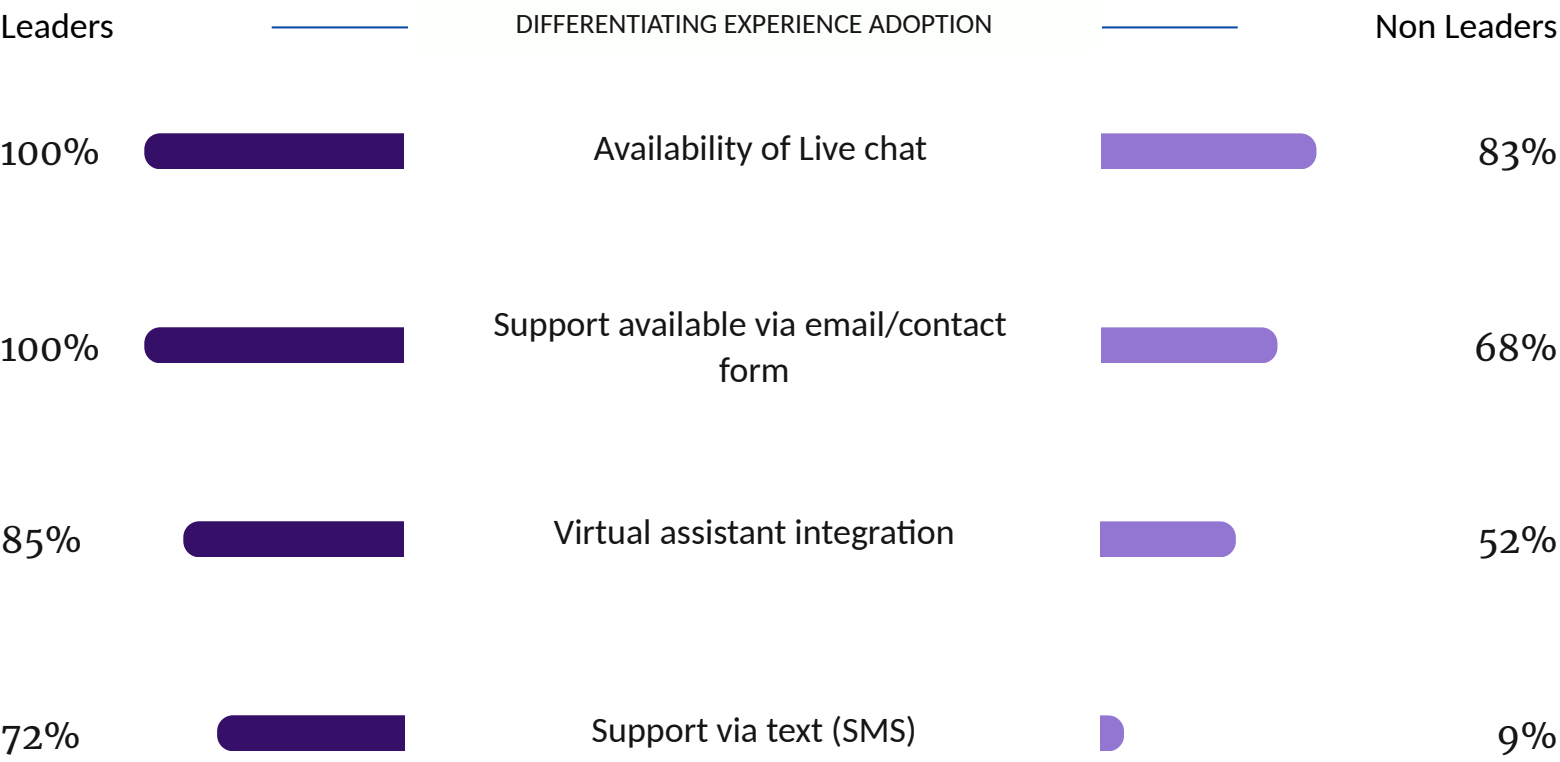
Luxury
92%

Support via contact form or email
Industry average adoption: 71%

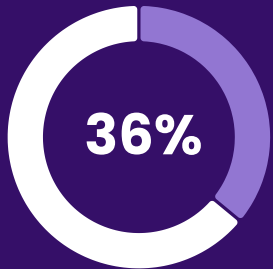
Consumer Electronics
38%

Comprehensive Support Solutions

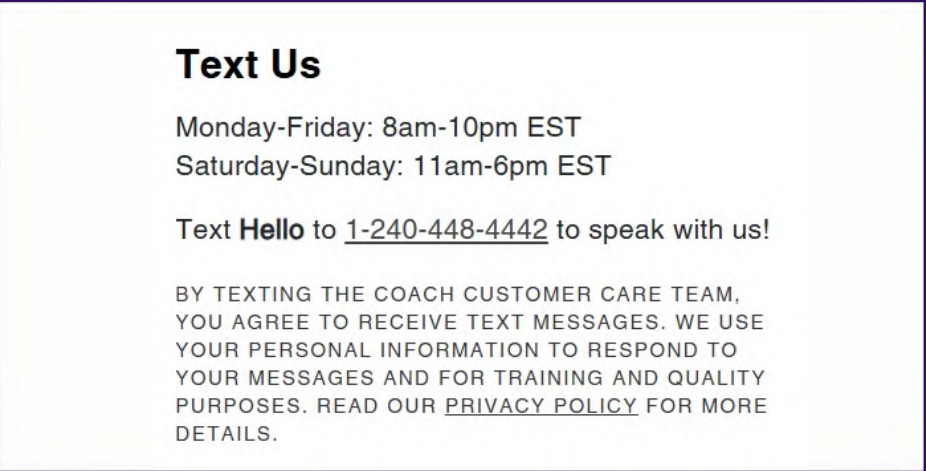
Leaders excel in customer experience by offering comprehensive support options such as live chat, email, and text messaging, along with virtual assistants for immediate responses. These robust capabilities ensure seamless and efficient interactions, enhancing overall customer satisfaction. In contrast, non-leaders fall short in these areas, highlighting an opportunity to improve their customer care strategies and elevate the customer experience.



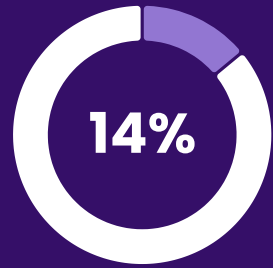
24/7 chat access or integrated virtual assistant support



of the industry retailers have adopted this capability.



Support via text (SMS)



of the industry retailers have adopted this capability.

Optimizing customer service with extended support through chat & virtual assistant.

Enabling 24/7 live chat support and virtual assistant for customer service can significantly enhance shopper satisfaction. These tools provide personalized responses and convenient access, ensuring a seamless and efficient service experience for shoppers.

48% of shoppers prefer interacting with live chat agent for customer support.

74% of shoppers expect immediate, real-time responses from retailers.



Amazon Customer Service will answer any inquiries from your customers directly, 24/7, via phone, chat, or email. You will receive a monthly email summarizing the previous month's performance. Customer Service by Amazon is currently available for Amazon stores in the United States, Germany and Japan.

Availability of 24/7 chat & voice support.

With shoppers now expecting immediate responses, offering round-the-clock assistance has become essential. Retailers that provide continuous live chat and voice options are better positioned to capture sales, resolve issues swiftly, and enhance the overall customer experience, setting themselves apart in a competitive market. Currently, only 12% of retailers offer 24/7 live support.

Amazon provides 24/7 live chat and voice support to its shoppers.



Chat with Us



Hey! I'm Home Depot's Virtual Assistant. What can I help you with today?

Product Availability

Military Discount

Orders & Purchases

Price Match

Return an Item

Refund Questions

Support with virtual assistants.

Virtual assistants in chat support enhance customer service by providing instant responses and handling multiple queries simultaneously. They automate routine tasks, reduce wait times, and allow human agents to focus on complex issues, using intuitive click options for a seamless experience.

The Home Depot utilizes a virtual assistant with easy-to-navigate click options to streamline shopper interactions.

02 | Personalized Experience

Personalized Support and Consultations



Enhancing customer experience through personalized support and cross channel engagement

Personalization of customer interactions is now achievable for retailers, thanks to advanced technologies like GenAI, automation, LLM (large language models), and customer data platforms. This enhances critical touchpoints such as appointment bookings, expert consultations, and service scheduling, while also enabling seamless omnichannel integration and real-time, AI-driven personalized recommendations through chatbots and virtual assistants

Retailers that excel in deploying these strategies are well-positioned to deliver highly relevant and individualized customer experiences, resulting in greater satisfaction, stronger loyalty, and a distinct competitive edge.

WHY IT MATTERS

Delivering personalized customer service throughout the entire shopping journey—both pre and post purchase—can significantly enhance customer satisfaction and loyalty. By customizing support at every touchpoint, retailers can strengthen customer relationships and drive long-term engagement.

69% of shoppers

prefer retailers that provide personalized service across all channels, both digital and physical.

54% of shoppers

are willing to spend more when their experience is tailored to their preferences.

47% higher conversion rates

with personalized experiences and support across channels.

WHAT WE ASSESS

This section evaluates the personalized experience, including booking appointments, online communities, service scheduling, proactive reminders, personalized recommendations, viewing past conversations, feedback incentives, and personal consultations with influencer collaborations.

21 total capabilities assessed, including:

- Capability around personalized interactions and feedback, including access to previous conversations.
- Capabilities around booking expert appointments, assisted shopping, and service scheduling.
- Personalization capabilities with chatbots and IVR offering personalized greetings and curated recommendations.
- Tailored notification capabilities like reminders for appointments, order status, price change, product launches, deliveries, and special sales.



Leaders in Personalized Experience.

Incisiv recognizes these 16 retailers and brands as leaders in **Personalized Experience** 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.

Retailers rated as Contact Center Capability Leaders in Personalized Experience in alphabetical order.

 Sporting Goods	 Apparel	 Consumer Electronics	 Luxury
 Luxury	 Footwear	 Household Appliances	 Luxury
 Apparel	 Footwear	 Department Stores	 Footwear
 Home Improvement	 Apparel	 Apparel	 Watch

Luxury retailers lead in providing personalized experiences and assisted shopping services.

Luxury retailers excel at delivering personalized product recommendations and offering exclusive appointments with experts, which significantly enhances customer engagement and fosters strong brand loyalty.

In contrast, apparel, footwear, and household appliance retailers fall short in these areas, lacking the level of personalization and expert interaction that defines the luxury retail experience. To remain competitive, these retailers must prioritize creating tailored experiences and explore innovative strategies to elevate the overall shopper journey.

Highest Adoption



Lowest Adoption

Luxury
68%

Personalized product recommendations via agent (chat/voice)
Industry average adoption: 49%

Footwear
25%

Luxury
92%

Schedule 1:1 appointments with experts for assisted shopping
Industry average adoption: 29%

Household Appliances, Sporting Goods
0%

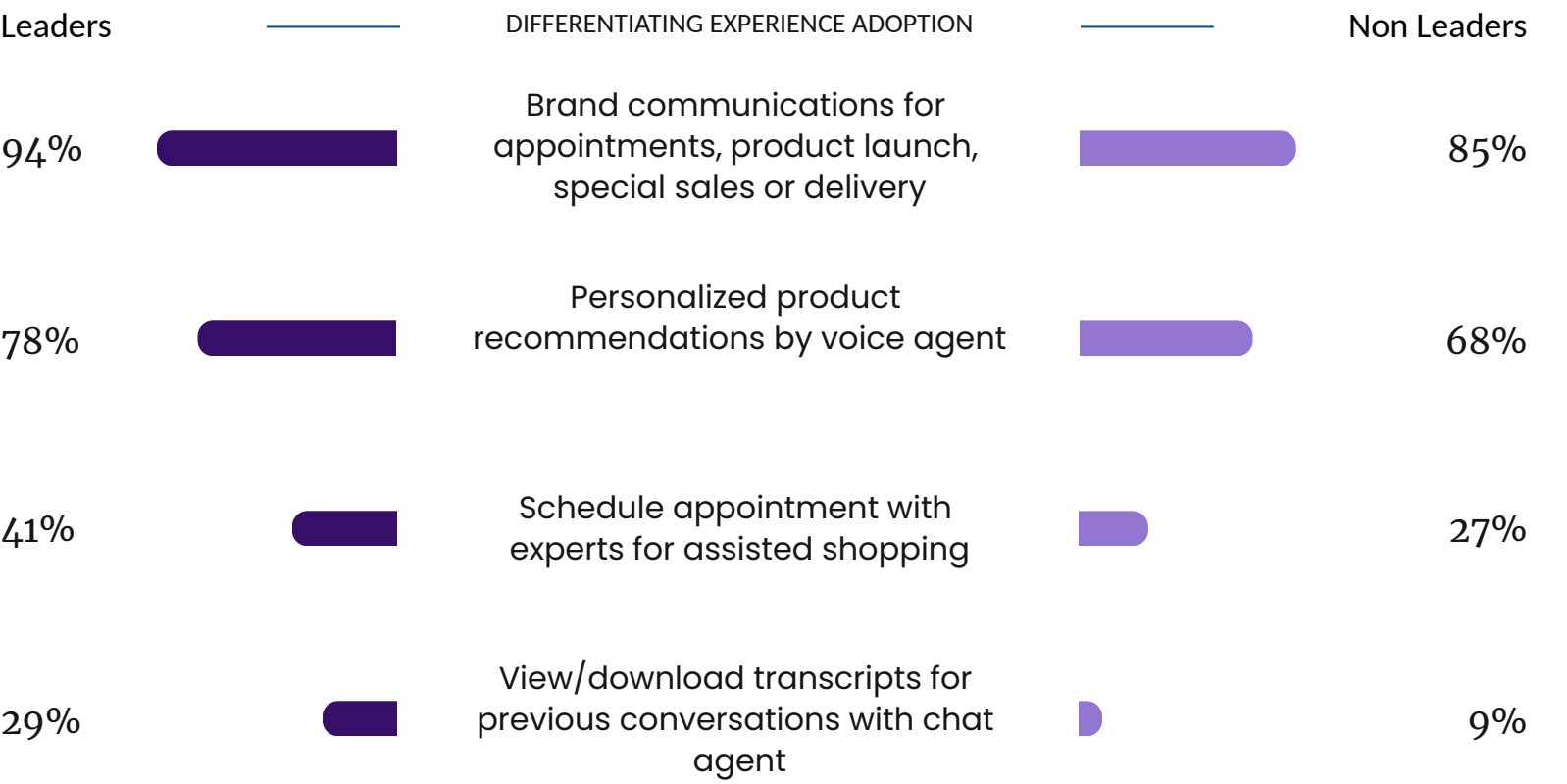
Luxury
83%

Advertisement/entertainment while on call hold
Industry average adoption: 32%

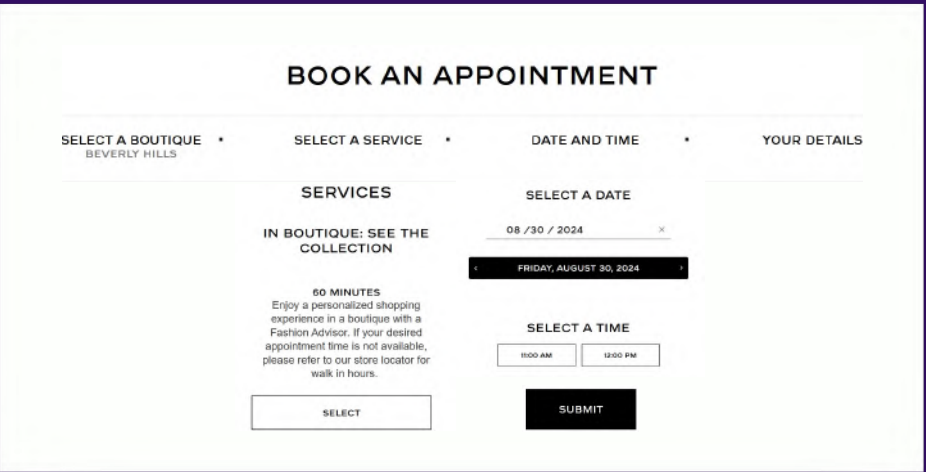
Apparel, Footwear
0%

Advanced personalization across channels

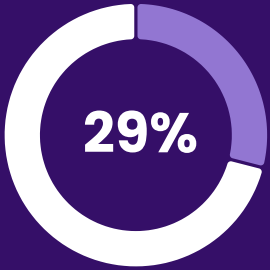
Leaders offer personalized brand communications, tailored recommendations through agents on chat or voice, and appointment scheduling capability with experts. They also provide access to chat transcripts, ensuring seamless omnichannel interactions. Non-leaders lag in these areas, presenting an opportunity to enhance their customer experience capabilities and improve the overall experience.



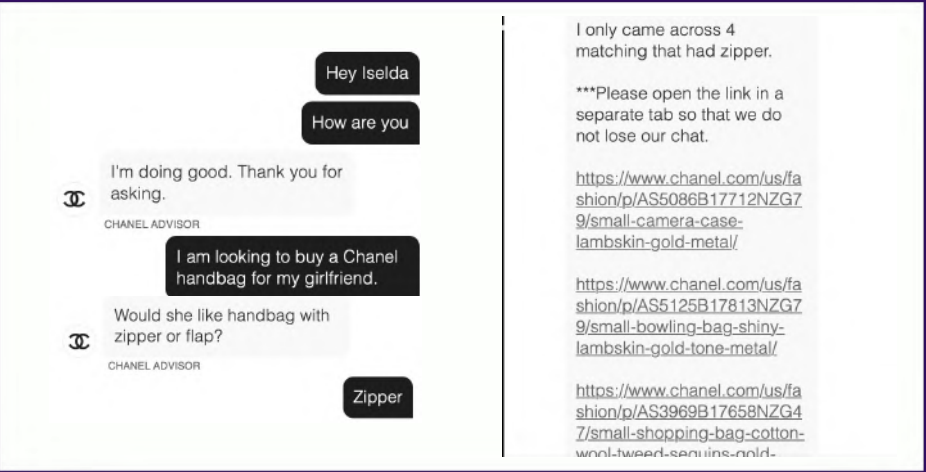
CHANEL



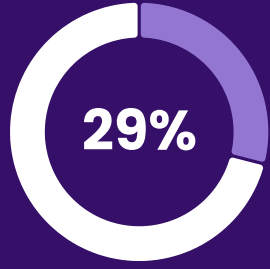
Schedule appointment with experts for guided shopping



of the industry retailers have adopted this capability.



Personalized recommendations by chat agent



of the industry retailers have adopted this capability.

PERSONALIZED EXPERIENCE: SPOTLIGHT

Elevating engagement with personalization.

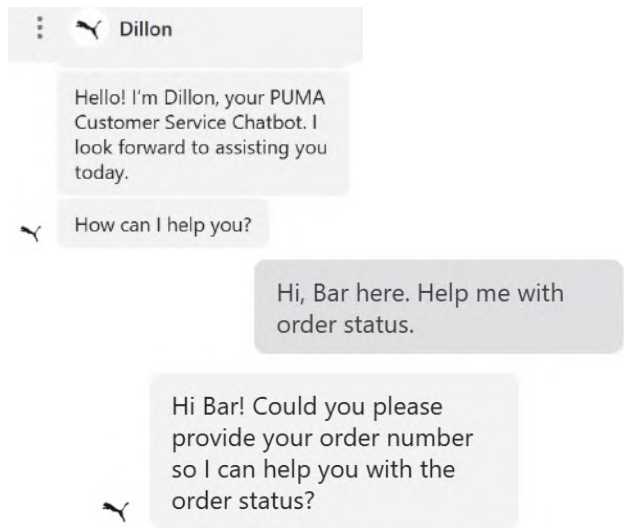
Personalized customer support is crucial in retail, as it strengthens the connection between the brand and the shopper. When chatbots or chat agents address users by name upon login, they create a more engaging and personalized experience. Additionally, allowing customers to schedule virtual interactions with experts at their convenience further enhances the support experience by catering to individual preferences and needs.

77% of retail leaders

acknowledge that personalized customer service significantly boosts customer retention rates.

76% of shoppers

want personalized experiences, like tailored communication and product recommendations based on their past behavior.



Tailored interactions via chatbot.

65% of shoppers report that personalized interactions, such as chatbots recognizing their name and purchase history, greatly enhance their likelihood of returning to a retailer. This approach builds trust and makes interactions feel more human, leading to a more satisfying shopping experience and greater confidence in purchases.

Puma's customer service chatbot, Dillon, personalizes interactions by addressing shoppers by name.

BURBERRY



Virtual Appointments

BOOK YOUR APPOINTMENT WITH US

I. SELECT YOUR STORE

Please select a store for your appointment:

City, Town or Postcode
Michigan Ave, Chicago, IL, USA

Expanding access with virtual consultations.

Allowing shoppers to schedule virtual consultations with brand experts offers a personalized experience from home. This flexible option enhances accessibility and ensures that shoppers receive expert guidance regardless of their location. Currently, only 18% of retailers allow shoppers to schedule virtual interactions with professionals.

Burberry gives shoppers the option to schedule virtual appointments, offering a convenient way to receive personalized expert advice.

03 | Resolution Mechanism

Chat, IVR & Voice Interactions



RESOLUTION MECHANISM: OVERVIEW

Efficient resolution mechanisms drive customer loyalty and streamline support

The increasing shift to digital channels has increased the need for efficient issue resolution in retail, making it essential for retailers to boost their responsiveness and effectiveness.

Over 70% of shoppers expect quick and seamless resolutions online, pushing retailers to invest in self-service tools like automated chatbots and comprehensive FAQs. They are also adopting innovative technical support to better manage complaints, product inquiries, and payments.

These challenges present an opportunity for retailers to build customer trust by resolving issues efficiently. Moreover, retailers can turn these interactions into revenue-generating moments by upselling and cross-selling.

WHY IT MATTERS

Efficient problem resolution demonstrates a company's commitment to its customers, transforming potential negative experiences into positive ones. This not only encourages repeat business but also helps protect the company's reputation. Additionally, prompt issue resolution can generate positive word-of-mouth referrals, contributing to sustained business growth.

67% of shoppers

expect issues to be resolved within 4 hours, underscoring the demand for prompt and effective support.

81% of shoppers

prefer self-service options for issue resolution, including online FAQs and automated chatbots.

62% of shoppers

are frustrated by long response times and ineffective solutions for issue resolution.

WHAT WE ASSESS

This section assesses customer support capabilities, including ticketing systems, agent availability, and seamless transition across support channels. It also covers live chat and voice capabilities for store connections, order issues, payments, and cancellations, along with efficient feedback capture and proactive, personalized recommendations via IVR and chatbots.

63 total capabilities assessed, including:

- Support capabilities to handle complaints, product inquiries, payment processes, and account management.
- Self-service capability options with virtual assistants and IVR systems, including voice biometrics and automated checkout.
- Order support and tracking capabilities including order status, tracking, and modifications through various channels like AI, agents, and IVR.
- Customer engagement capabilities like feedback capture, cross-selling/upselling, and seamless transitions between chat, voice, and store support.



Leaders in Resolution Mechanism.

Incisiv recognizes these 16 retailers and brands as leaders in **Resolution Mechanism** 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.

Retailers rated as Contact Center Capability Leaders in Resolution Mechanism in alphabetical order.

 Consumer Electronics	 Home Furnishings	 Watch	 Sporting Goods
 Consumer Electronics	 Apparel	 Household Appliances	 Home Furnishings
 Footwear	 Home Furnishings	 Department Stores	 Footwear
 Apparel	 Home Furnishings	 Household Appliances	 Luxury

Luxury and home furnishing retailers outperform others in providing advanced customer support capabilities.

Luxury and home furnishing retailers are at the forefront of offering advanced customer support features, including chat-based checkout and live chat assistance for order modifications, returns, and payments. These capabilities create a more seamless and engaging shopping experience for customers.

Retailers in the home improvement, household appliances, and watch segment lag behind in adopting these technologies. Many still lack chat-based checkout options and robust live chat functionalities. Expanding these capabilities would greatly enhance customer engagement and elevate service quality in these industries.

Highest Adoption



Lowest Adoption

Home Furnishing
45%

Capability to checkout using chat services
Industry average adoption: 27%

Home Improvement
0%

Luxury
96%

Chat agent support on order modifications and returns
Industry average adoption: 82%

Household Appliances
63%

Luxury
85%

Live chat agent support for payment process and issue resolution
Industry average adoption: 60%

Watch
37%

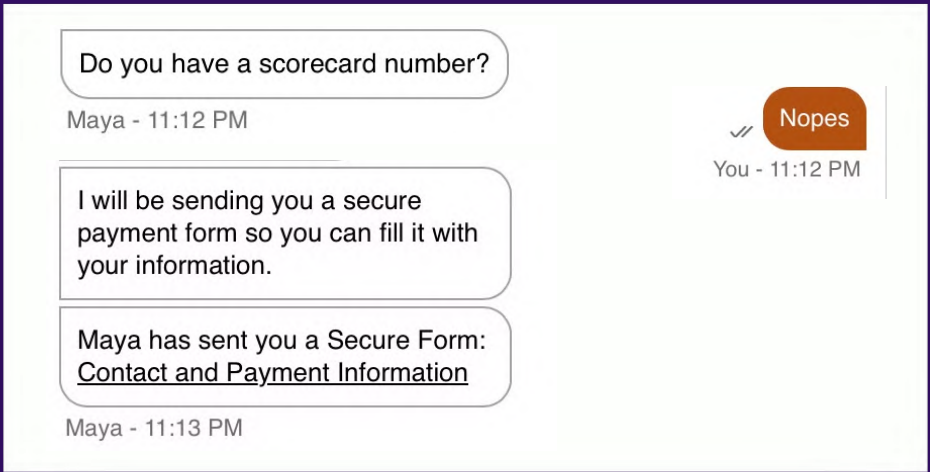
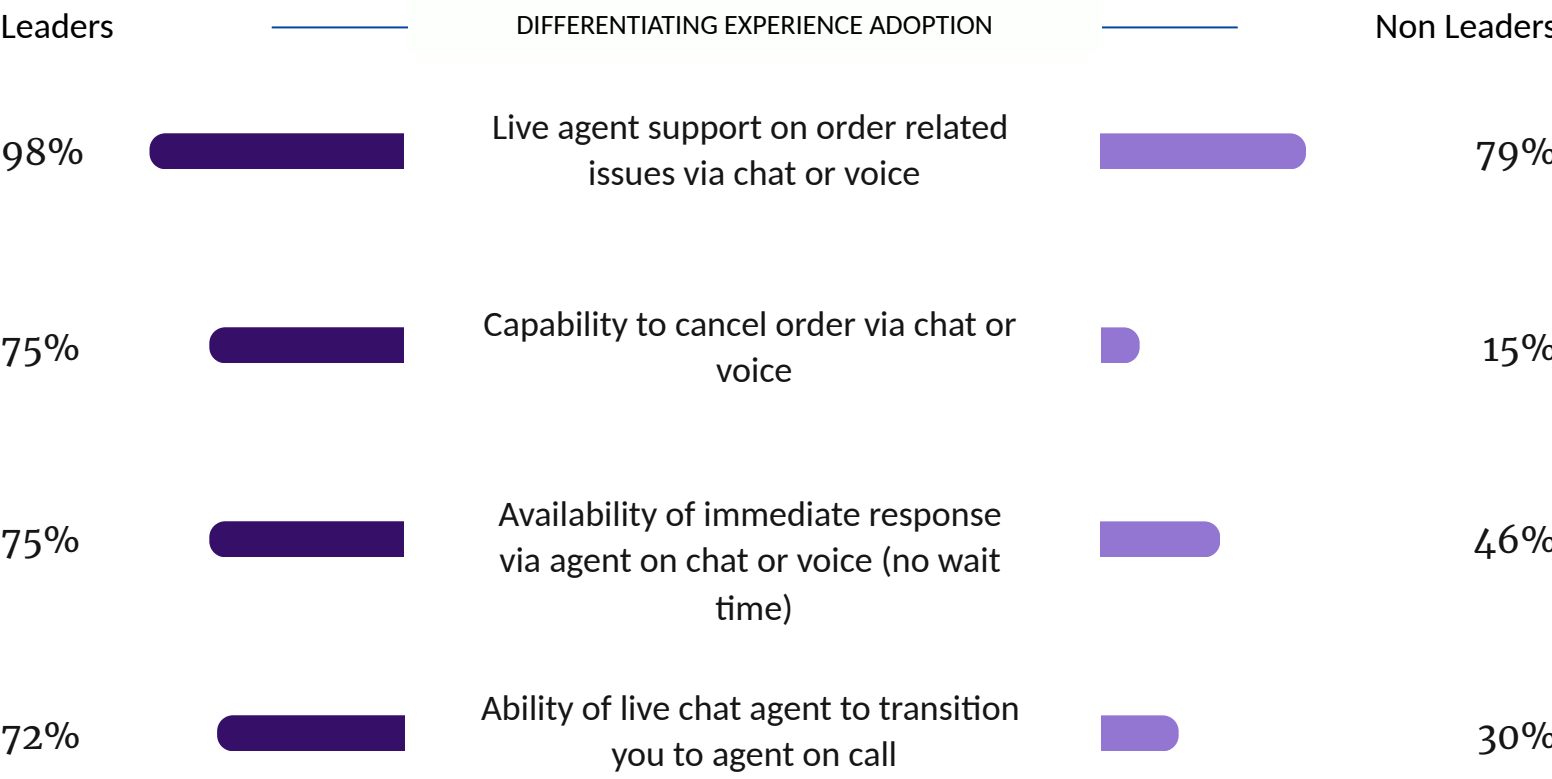
Apparel, Luxury
45%

Ability of live chat agent to transition to voice agent
Industry average adoption: 34%

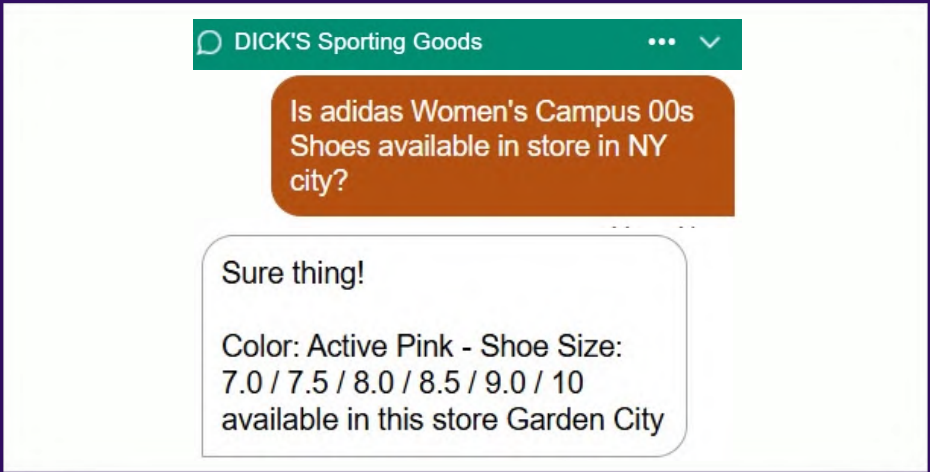
Watch
25%

Excellence in Customer Support

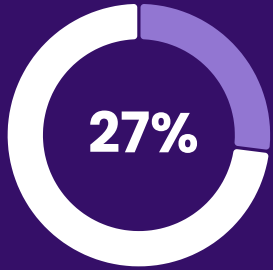
Leaders in retail excel at managing order-related inquiries by delivering swift resolutions, efficiently handling order cancellations, and providing prompt responses through chat or phone support. Their proficiency in these areas ensures that customers receive timely and effective assistance, which is crucial for fostering positive shopping experiences. Exceptional service in these critical touchpoints not only enhances customer satisfaction but also builds lasting loyalty, as shoppers feel valued and supported throughout their entire journey.



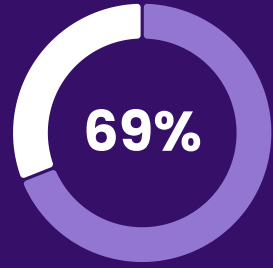
Ability to checkout using chat



Ability of chat agent to help with product availability status



of the industry retailers have adopted this capability.



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Key functions of virtual assistants and live chat agents.

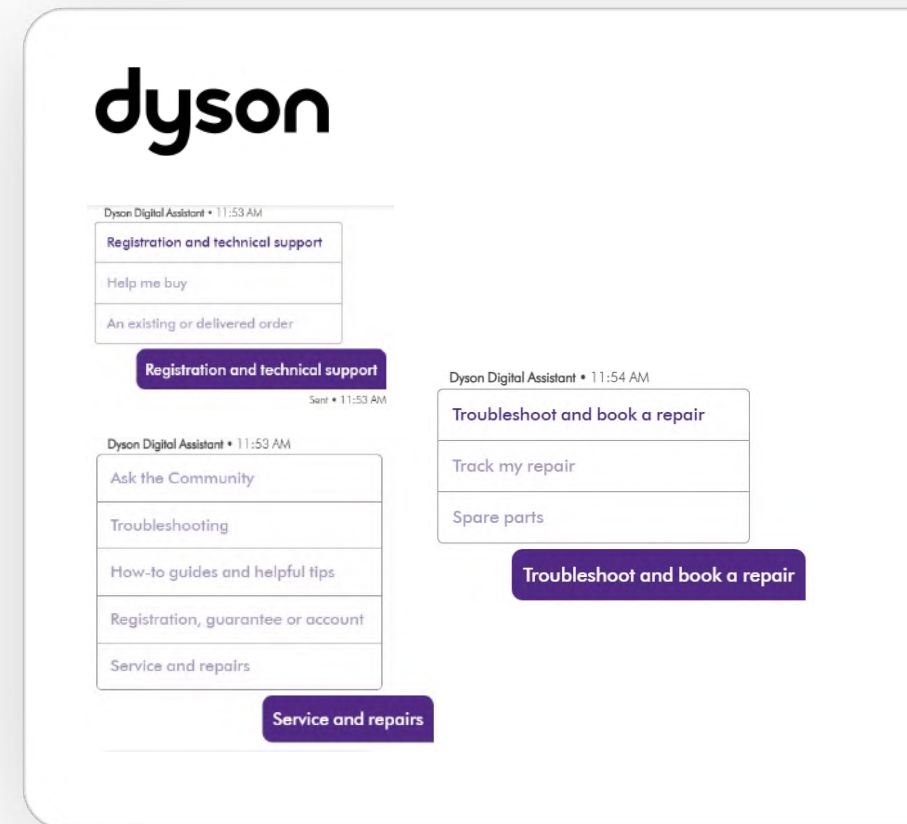
Virtual assistants and chat agents play a crucial role by offering real-time guidance, managing repair queries, as well as assisting with order cancellation issues. They help shoppers navigate options, resolve problems, thus ensuring a smooth, satisfying experience.

20% higher conversion rates

can be achieved by offering live chat.

87% of shoppers

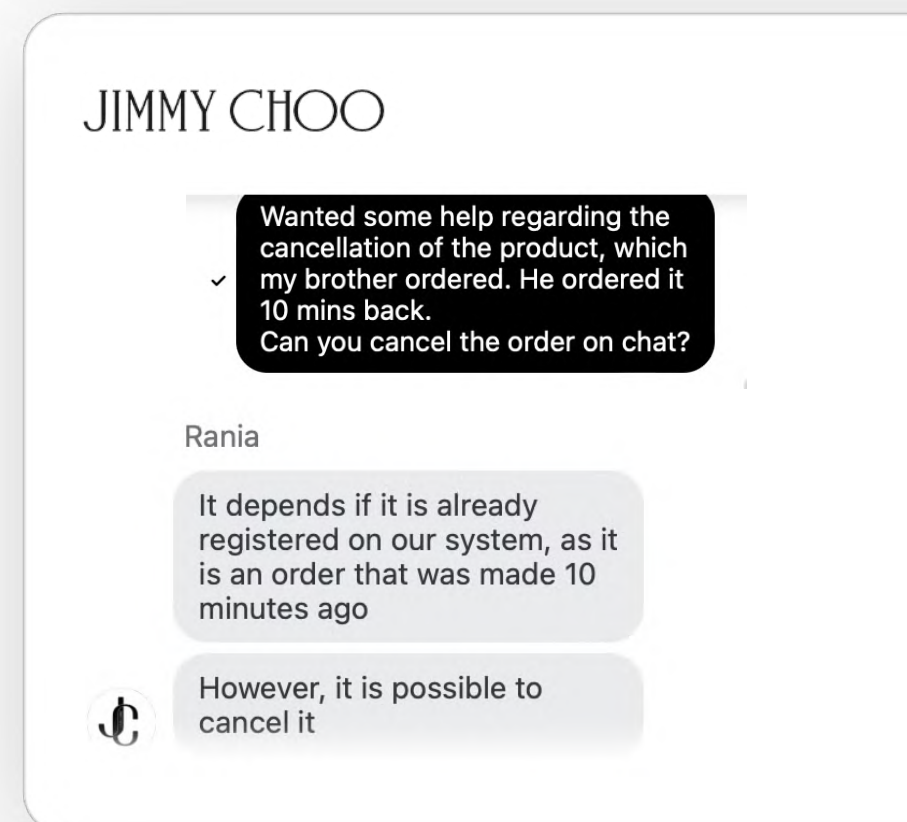
give positive ratings for their chat interactions.



Technical assistance and registration via chatbot.

Chatbots have become integral to customer service, particularly in providing technical support and managing service requests. These AI tools efficiently diagnose issues, guide users through troubleshooting, and schedule repairs, streamlining the customer experience. By automating these tasks, chatbots reduce wait times and allow human agents to focus on more complex inquiries, thereby enhancing overall service efficiency.

Dyson's chatbot simplifies troubleshooting, service bookings, and request tracking, enhancing convenience for shoppers.



Order cancellations on chat.

Managing order cancellations through live chat is vital for delivering prompt assistance to shoppers. The ability to cancel orders quickly via this channel helps prevent delays and minimizes the likelihood of unwanted products being shipped. This immediate assistance streamlines the cancellation process, ensuring a smooth experience and avoiding issues such as missed refund opportunities or unnecessary shipping expenses.

Jimmy Choo live chat cancellations offer quick, hassle-free service, reinforcing a seamless shopping experience.

Leaderboard



Leaderboard

As part of its 2024 Retail Customer Experience Index, Incisiv assessed 131 retailers across 11 different industry sub-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 Engagement Methods, Personalized Experience & Resolution Mechanism. Incisiv's analysis found:

- 9 Leaders
- 39 Challengers
- 46 Followers
- 37 Laggards

[Get in touch](#) to request detailed information about your rating or to request a custom benchmark.

Apparel

Abercrombie & Fitch
American Eagle
Ann Taylor
Anthropologie
Coach
Express
Forever 21
GAP
H&M
Kate Spade
Levis
Lululemon
Michael Kors
Ralph Lauren
Tommy Hilfiger
Tory Burch
Uniqlo
Victoria's Secret
Vuori
Zara

Automotive Parts

Advance Auto Parts
AutoZone
Bridgestone (Firestone)
Continental Tires
Discount Tire
GoodYear
LKQ
O'Reilly Auto Parts
Pep Boys

Consumer Electronics

Best Buy
Dyson
GameStop
Lenovo
LG
Newegg (Online)
Nintendo
Panasonic
Philips
Samsung
Sony
Vizio

Department Stores

Amazon
Belk
Boscov's
Dillard's
JCPenney
Kohl's
Macy's
Neiman Marcus
Nordstrom
Saks Fifth Avenue
Target
Von Maur
Walmart

Footwear

Adidas
Birkenstock
Converse
Foot Locker
G.H. Bass
Jimmy Choo
Johnston & Murphy
Keen
NewBalance
Nike
Puma
Skechers
Steve Madden
Ugg
Under Armour
Vans

Home Furnishings

Ashley Furniture
Crate and Barrel
DWR (Design Within Reach)
Ikea
Overstock (Online)
Pottery Barn (Williams-Sonoma)
RH
Room & Board
Sleep Number
Wayfair
West Elm (Williams-Sonoma)

Household Appliances

Bosch
Frigidaire
GE Appliances
Haier
Maytag
Midea
Miele
Whirlpool (KitchenAid)

Home Improvement

Ace Hardware
Benjamin Moore
Graybar
Lowe's
Menards
Sherwin Williams
The Home Depot
Tractor Supply Co.

Luxury

Armani
Balenciaga
Burberry
Chanel
Dior
Gucci
Hermes
Louis Vuitton
Prada
Versace
YSL
Zegna

Sporting Goods

5.11 Tactical
Academy Sports
Bass Pro
Big 5 sporting goods
Camping World
Coleman
Columbia Sportswear
Dick's Sporting Goods
Minn Kota
Recreational Equipment, Inc. (REI)
Yeti

Watch

Bulgari
Cartier
Chopard
Citizen
Harry winston
Kay
Longines
Omega
Patek Philippe
Tourneau/Bucherer

Leaders



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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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Talkdesk® is on a mission to rid the world of bad customer experiences. With our cloud-native, generative AI-powered Talkdesk Retail Experience Cloud™, purpose-built for retailers, we empower brands to deliver exceptional customer experiences that make enterprises more competitive, grow revenue, foster loyalty to increase customer lifetime value, reduce costs, and provide operational efficiencies.

Talkdesk accelerates value for our retail customers faster and more simply than legacy or one-size-fits-all solutions. Our retail-specific workflows and out-of-the-box commerce integrations, that are delivered for the Talkdesk Retail Experience Cloud™, increase contact center productivity. We allow agents to focus on high value activities rather than respond to mundane requests such as order status which can be resolved through our Auto-Pilot for Retail AI capabilities.

Partnering with enterprises globally, we deliver continuous innovation and breakthrough results. Our commitment to reliability and security, paired with our track record of delivering on promises, sets us apart in the retail industry. Elevate customer experiences, streamline operations, and increase revenue with Talkdesk Retail Experience Cloud™. Companies that love their customers use Talkdesk.

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