



# CX Connect for Retail

## Powered by the Microsoft Cloud for Retail

Transform the customer experience with a comprehensive, cloud-based, omnichannel, intelligent solution built on the Microsoft ecosystem. Most retailers and CPG companies focus on similar sales channels: call center, POS, and ecommerce, yet those channels can also help address common customer service challenges like:

- How do I reduce customer churn?
- How do I increase CSAT / NPS?
- How do I transform my customer experience?
- How do I reduce my OpEx costs?

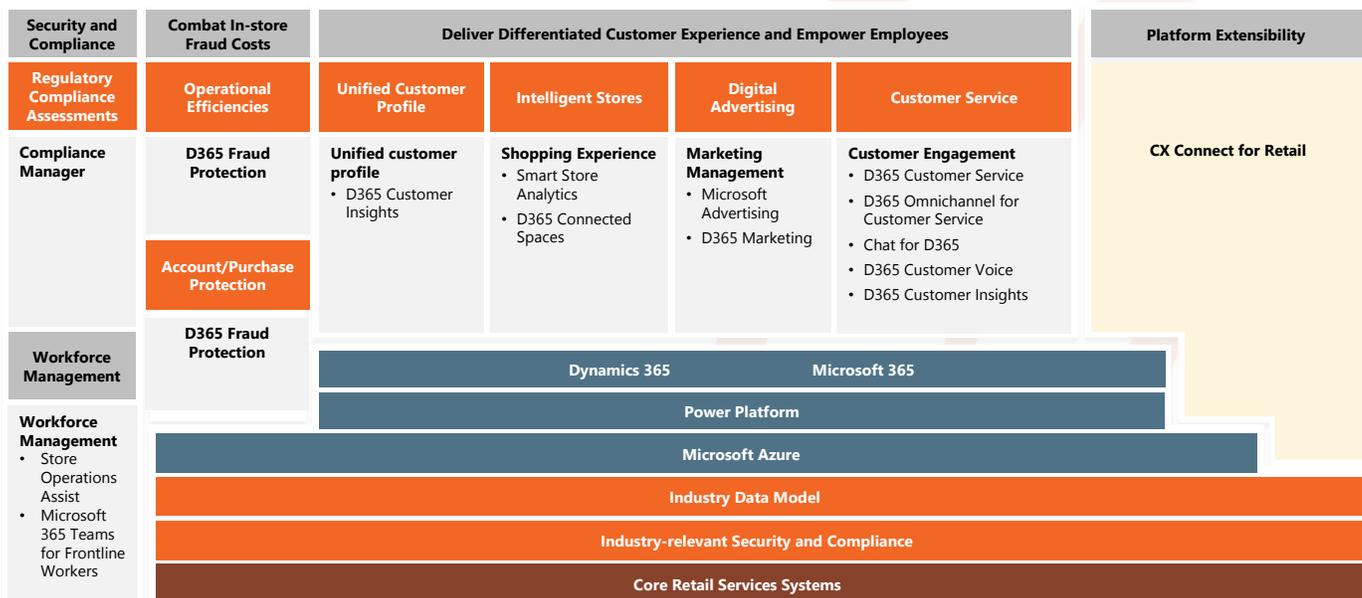
Deliver “always-on” customer service with CX Connect for Retail, a pre-packaged solution built on Microsoft Dynamics 365, Azure, and the Power Platform. Leverage Argano’s IP and retail industry expertise to quickly deploy a modern enterprise solution to optimize your customer and employee experience and improve operational outcomes for your organization.

This customer experience solution enables customers to engage with your organization through their preferred and expected channel of communication (chat, SMS, Voice, Social Media, email,

### Benefits:

- Immediate customer and agent experience improvement
- Transformation each customer interaction into revenue opportunities
- Remote working scenarios enablement
- Improve adoption with easy, simple, and intuitive UI
- Data powered decision making with real-time KPIs and reports

portals, etc.). CX Connect is a cloud solution fueled by bots that include ChatGPT, OpenAI, machine learning, and knowledge bases to help you monitor, measure, and improve your key customer service KPIs, including first call resolution,



and customer effort score all leading to improved customer satisfaction.

The goal is nothing less than transforming every customer contact, positive or negative, into more value for your organization like through a new sale, upsell, or referral.

### Rapid implementation for faster ROI

CX Connect deploys quickly, providing rapid ROI for your business. The solution offers:

- A simple, intuitive user interface, improving adoption
- Retail persona driven journeys
- Automation and Intelligence to reduce

your average handle time and increase first call resolution

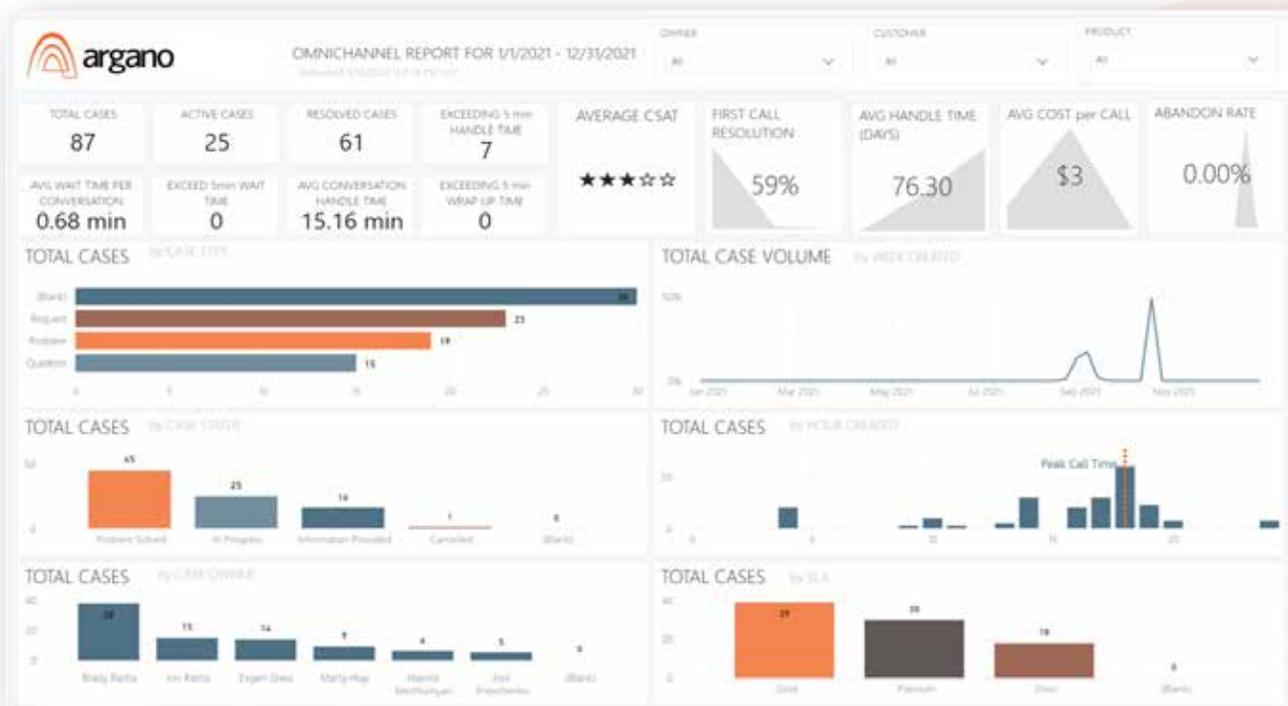
- Advanced contact center capabilities to increase your customer experience, customer retention, increase in CSAT / NPS scores
- Accelerated time to value, predictable-repeatable retail data model
- 360-degree view of customer via single-pane glass for better, more personalized householding interactions
- Adopts commerce convenience - available when you are, positive interaction and access to real-time ecommerce CX and sales orders across any channel

### Not sure where to start?

Our CX Connect for Retail Modernization Evaluation Workshop provides recommendations including a business justification document, and a rough order of magnitude to help you budget and guide your next steps towards a scalable, omnichannel, revenue-driving customer contact center.

Contact us today at [microsoft@argano.com](mailto:microsoft@argano.com) for more information about CX Connect, our workshop, or simply improving your customer service.

## CX Connect Advanced Analytics KPI Reporting Dashboard



### About Argano

Argano, a next-generation business and technology services provider, builds Digital Foundations that make businesses run better. We are committed to helping clients think differently about how they deploy and manage people, processes, and technology. Combining strategic consulting and services, we deliver interconnected solutions that enable innovation and drive operational excellence.