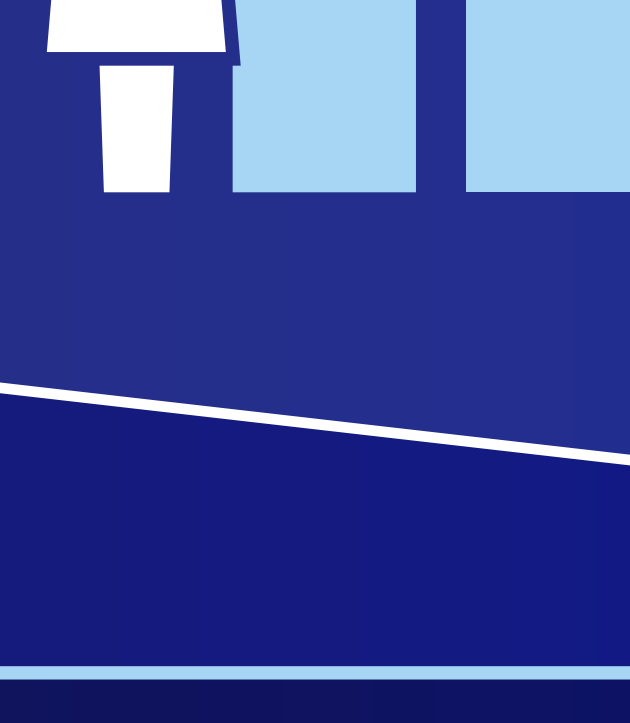


Since the industrial revolution, automation has only increased.

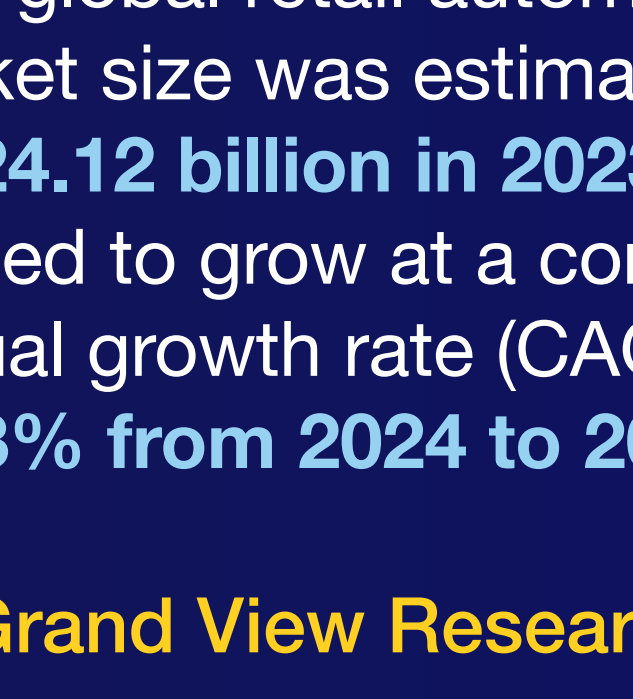


But it's only in recent years that we have seen the service industries begin to automate parts of the customer experience.



THE RISE OF CXA

The growth of this Customer Experience Automation (CXA) has been explosive, with a global survey from the ECR Retail Loss Group stating that fixed SCO was deployed by 96% of Grocery respondents and 77% of Non-grocery respondents.

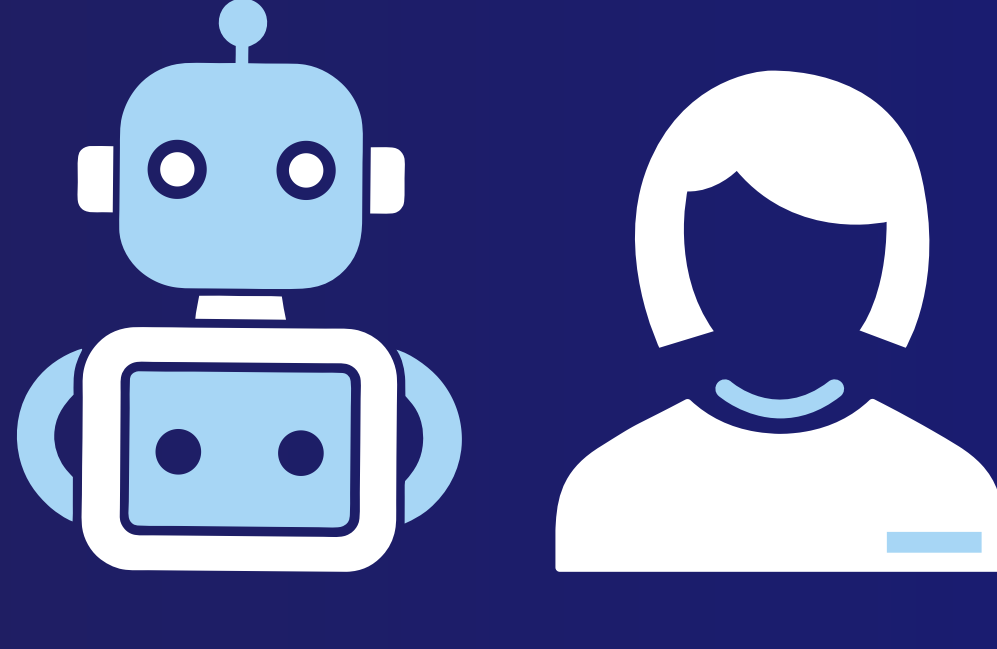


The global retail automation market size was estimated at **USD 24.12 billion in 2023** and is expected to grow at a compound annual growth rate (CAGR) of **9.3% from 2024 to 2030.**

Grand View Research

BUT WHAT IS THE EFFECT ON THE CUSTOMER JOURNEY?

Automation has a bad name – at least when it comes to customer experience.



Is automation the antithesis of good customer service?



69%

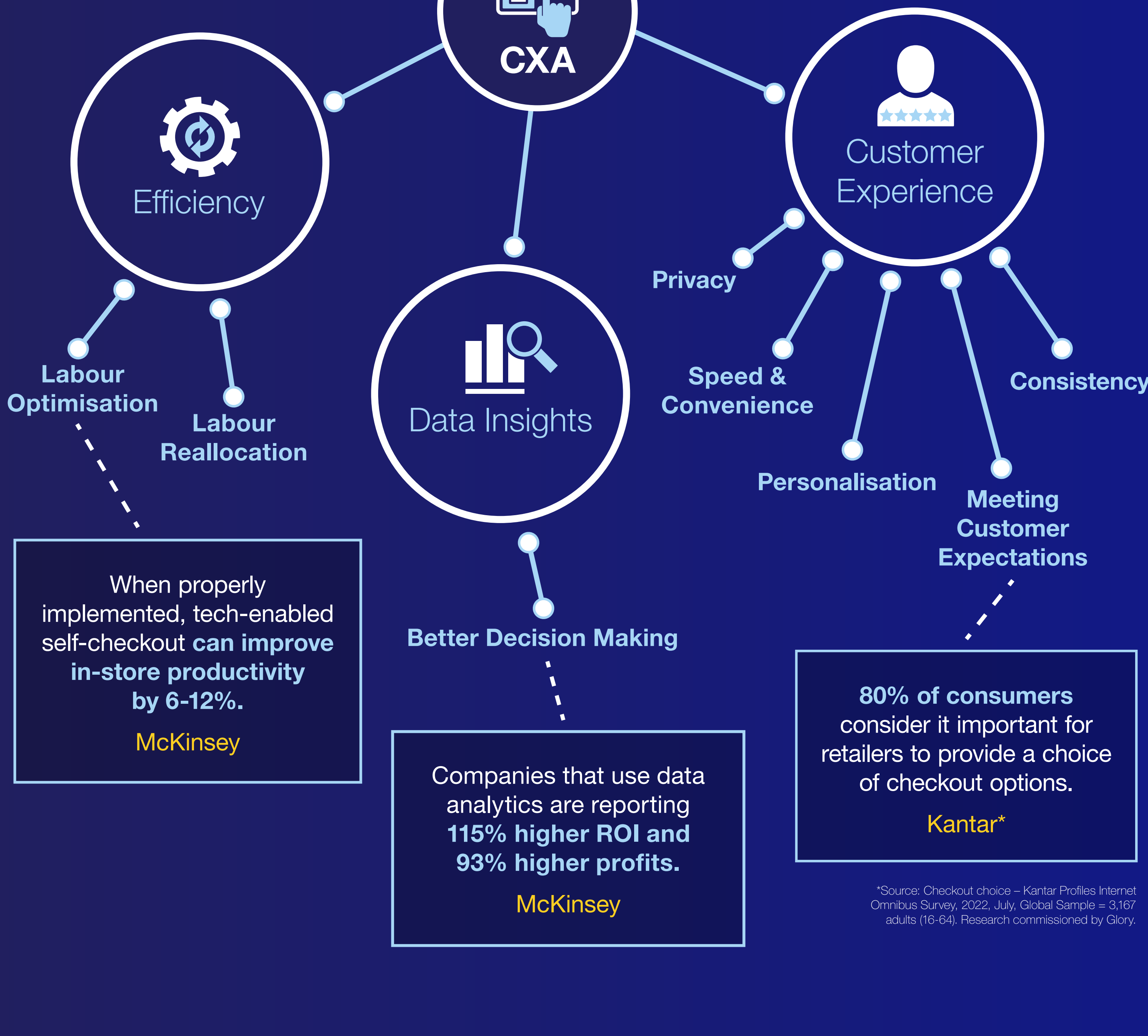
When asked why they think self-checkout numbers are increasing, 69% answered that it's to save the retailer money.

thegrocer.com

It doesn't have to be this way.

If implemented well, automation can be more than a way to cut costs and increase efficiency – it can actually expand and improve the customer journey.

WHAT ARE THE BENEFITS OF CXA?



HOW TO AUTOMATE EFFECTIVELY

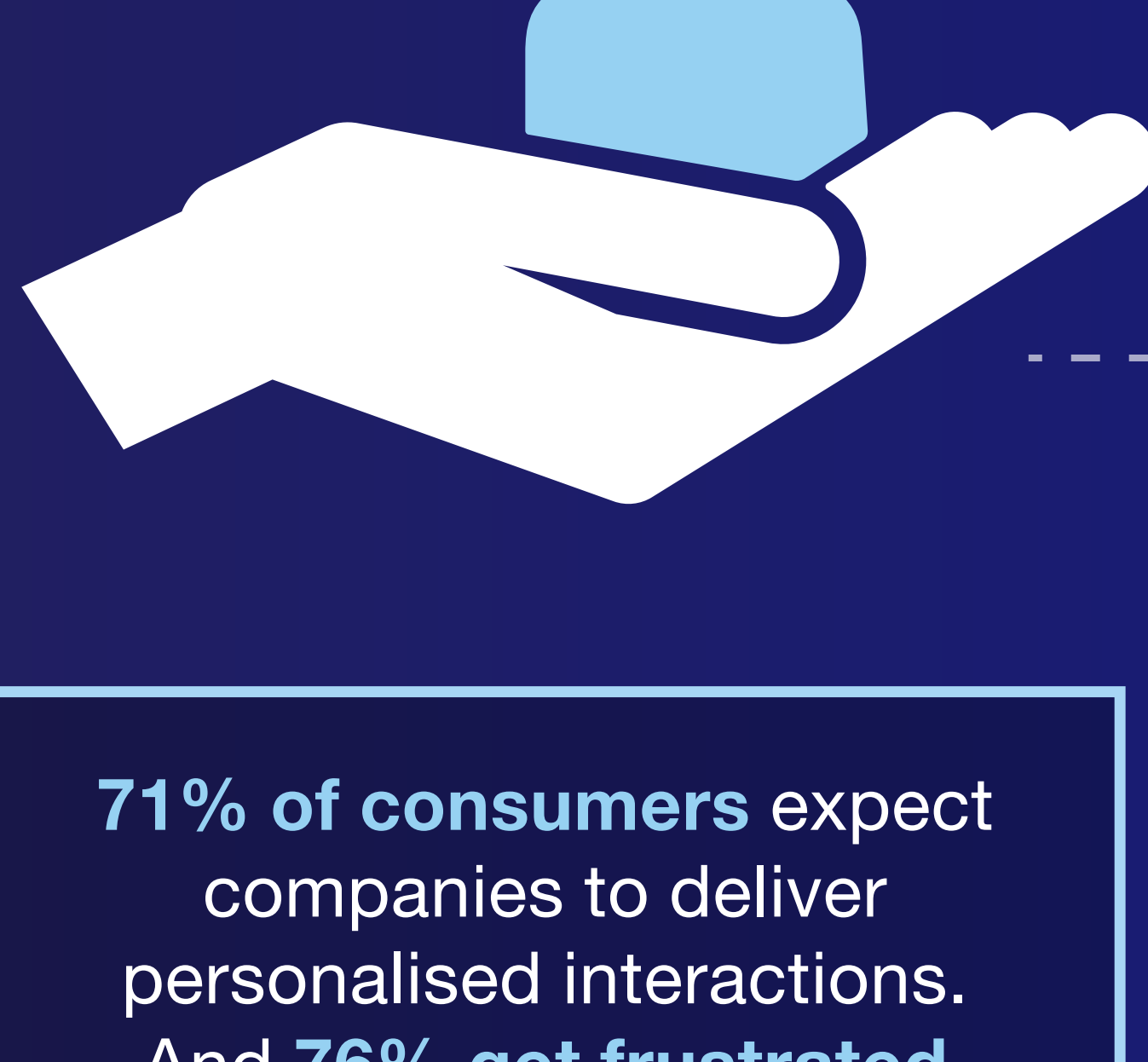
1.

Think customer-first

The first step is not an external one.

It's a way of thinking. It's the foundation your strategies are built upon. Because efficiency means nothing if your customer isn't happy.

Keeping this principle at the heart of every discussion around new technology will help to ensure a positive outcome.



71% of consumers expect companies to deliver personalised interactions. And 76% get frustrated when this doesn't happen.

McKinsey

2.

Personalise

Personalisation is becoming more and more expected.

Businesses who don't capitalise on this opportunity are leaving a lot on the table, because this is a chance to make self-service offer something more to your customers.

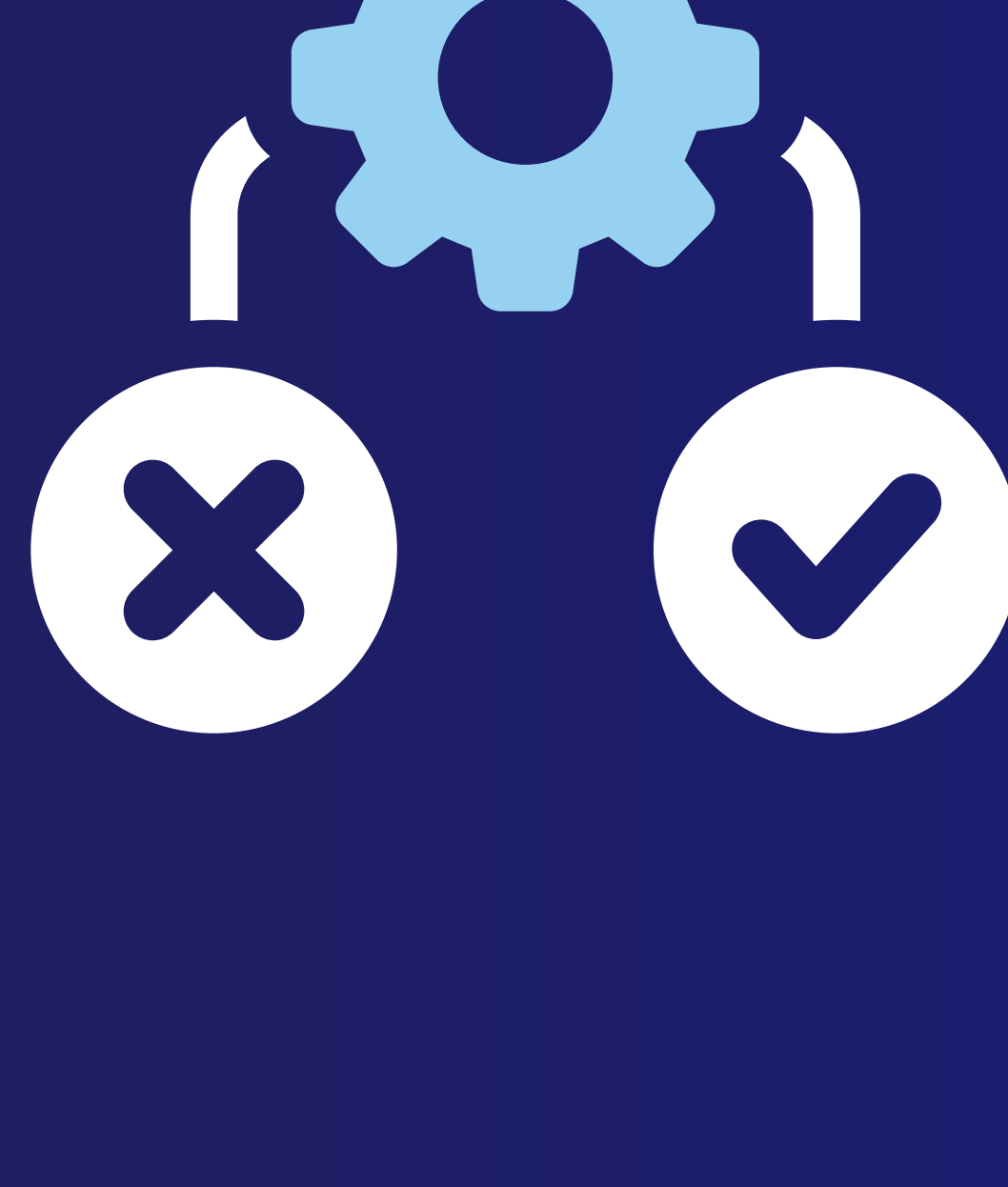
Your staff can't track every customer and offer them tailored suggestions and deals, but well-implemented CXA technology can.

3.

Empower humans, don't just replace them

Labour savings will always be a key part of the equation, but there is a balance to be had.

CXA can also be seen as an investment in the customer experience. A way to empower your workers to do more for the customer, be more available, and create a better environment. Squeezing every last penny out of a customer visit is not always worth the return if the customer feels alienated.



4.

Test and refine

CXA is not a "set it and forget it" situation. When such significant change is implemented, it's important to monitor the impact, listen to your customers, and refine your approach.

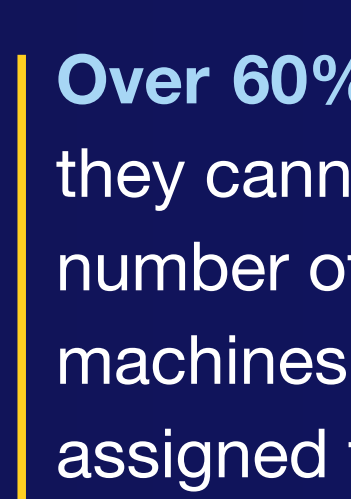
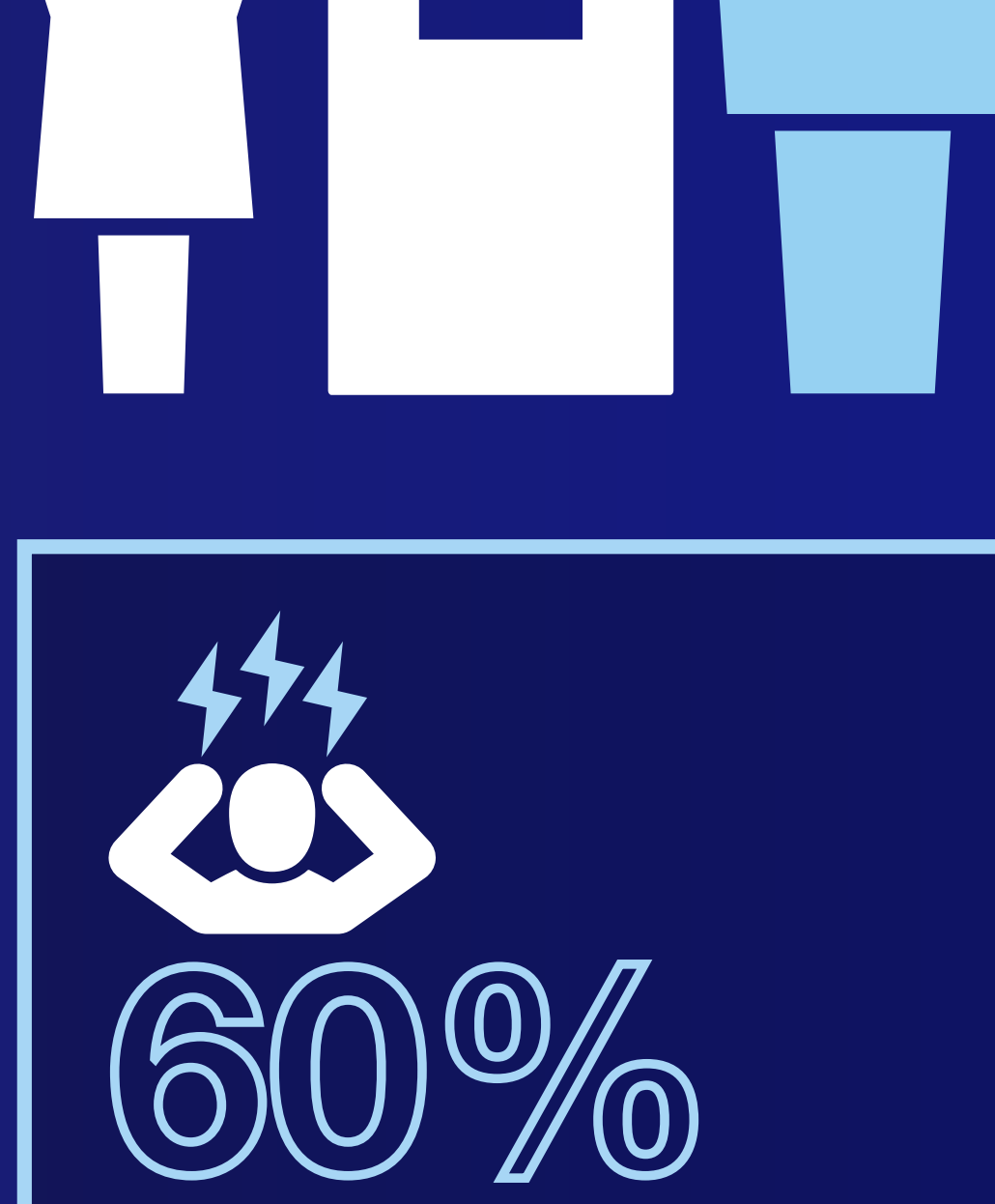
This is how you find the right balance between efficiency and service.

5.

Provide a smooth transition to human support

One of the biggest frustrations consumers express about automated systems is that they can't transition to human support easily. Whether this is an automated phone system or a self-checkout device, if things don't go smoothly, customers want to be able to easily reach out to a human being for support.

For retailers, that means there being enough staff to manage the devices and support the customer, whatever the time of day.



60%

Over 60% of staff believe they cannot cope with the number of self-checkout machines they are assigned to manage.

ECR - Working on the Frontline of Retail Self-Checkout Report

Automation is a powerful tool for raising productivity. But if it is wielded only for its power to cut costs, you risk alienating your customers.

Chat with Glory's team about our full spectrum of smart automation solutions and how to implement them effectively in your retail business.