

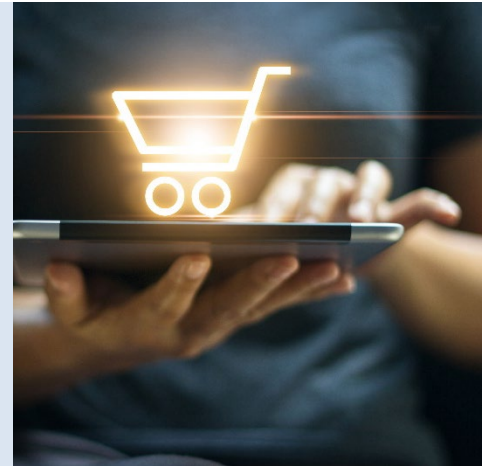
# CX in the Retail Industry

Software and Services for Customer Data & Analytics, Customer Relationship Management, Contact Center, Personalization & Optimization, Customer Data Platforms, Employee Experience, and Customer Feedback

The COVID-19 pandemic and its related recovery trajectory have impacted a wide range of industries, but perhaps none as visible as retail and e-tail. Disruptions to both customer-facing processes (shopping, purchasing, and returns), as well as operational processes (distribution, shipping, and employee/customer safety procedures) forced retailers to deploy new procedures and tools to ensure customers' needs were met, or accelerate existing plans to place more attention on a customer's total experience with the retailer.

While CX improvements are largely driven by organizational change management, software is increasingly being used to support these initiatives by managing and making available the plethora of customer data that is captured and aggregated from a variety of sources. Whether taking a platform approach or using disparate applications, the goal is to enable a 360-degree view of the customer's interactions with the retailer, while simultaneously removing the friction points and barriers that can interfere with promptly and intelligently responding to sales queries, service requests, or complaints.

This Dash Research report looks at the current and future market issues, market drivers and barriers, and case studies within the retail CX/CE industry. Dash Research projects that the global market for CX/CE software and services in the retail industry will reach \$10.9 billion by 2026, up from \$5.9 billion in 2019, reflecting a 2019-2026 CAGR of 9%. The forecasts include segmentations by geography, functional area, product offering, and visibility to the customer. The impact of the COVID-19 pandemic, as well as the changes in the retail segment that were driven by a staggered reopening, are also discussed.



## Key Market Forecasts

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## Technologies

- Artificial Intelligence (AI)
- Machine Learning (ML)
- Virtual Reality (VR)
- Augmented Reality (AR)
- Mobile Applications
- Beacons
- Wi-Fi
- Application Programming Interfaces (APIs)

## End-Use Markets

- Retailers
- E-tailers
- Marketers
- Fulfillment and third-party delivery companies
- Logistics/shipping companies

## Geographies

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

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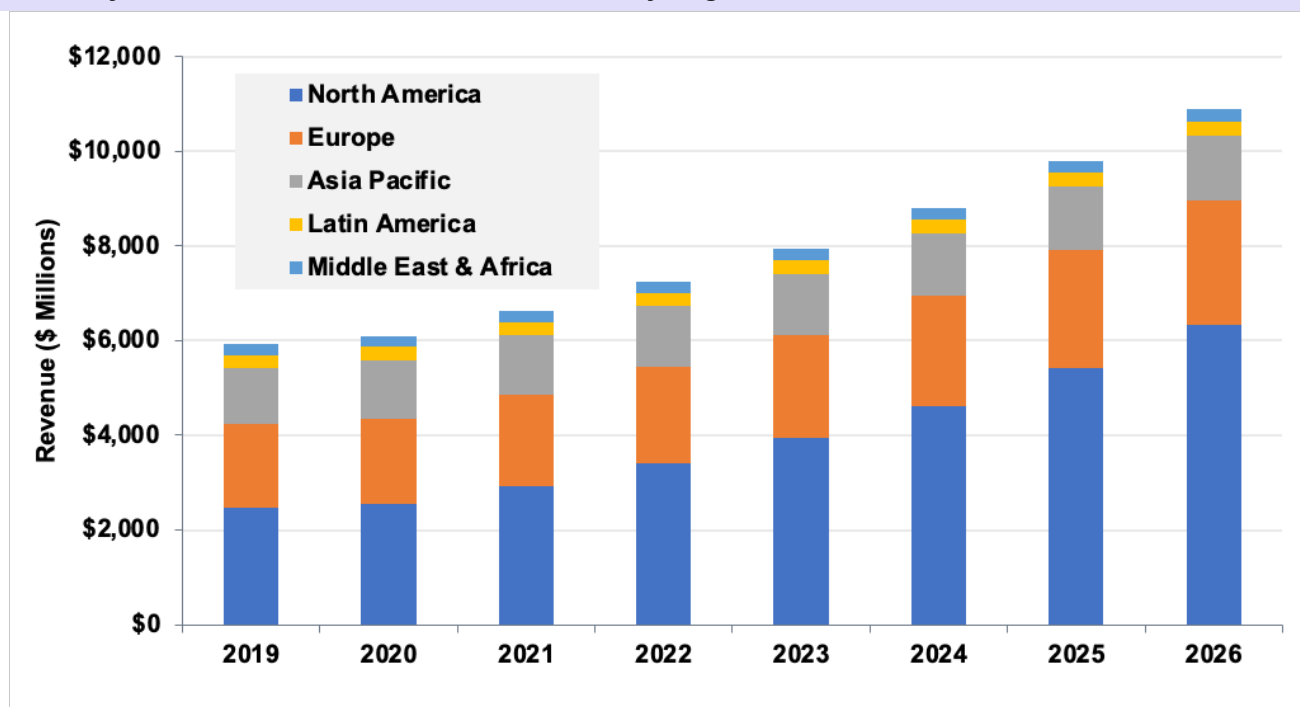
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### Retail Customer Journey Example



## Retail Industry CX/CE Software and Services Revenue by Region, World Markets: 2019-2026



Source: Dash Research

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### Key Questions Addressed

- What is the total market size for CX and CE software and services?
- How is the market for CX/CE segmented by function?
- On which CX/CE functions will retailers spend the most on software platforms, applications, and services?
- What are the key drivers and barriers for spending on CX/CE software and services?
- How will retailers purchase CX/CE software and services?
- Which geographic regions will spend the most on CX/CE software and services?
- What are the future technologies that will be deployed in retail and e-tail stores to improve CX?

### Who Needs This Report?

- Physical retailers
- Online retailers
- First/third-party marketers
- CX/CE platform and solutions vendors
- In-store hardware technology vendors
- Shipping and logistics companies
- Investor community

### Report Details

<b>Basic License</b> (1-5 users)	\$3,500
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