

7 Retail CX Traps

(And How to Escape Them!)



Self-service Shortcomings

38% of Gen Z and millennials will give up if they can't resolve an issue via self-service.

53% of these customers won't return.

Solution: Personalized, Contextual Self-service

Kapture's Vertical LLMs power industry-specific, hyper-personalized self-service responses.

85% Cart abandonment rates hit **\$18** billion annually.



Cart Confusion

Solution: Behavioral Nudges

Kapture's Voice Bot nudges customers within 30 minutes of cart abandonment, offering help to complete their purchase.



Payment Pitfalls

42% of lost sales are due to false declines, with

62% of affected customers not returning.

Solution: Self-Service & Live Support

Kapture's LLM-powered bots offer real-time assistance to resolve payment issues and prevent lost sales.

20% of e-commerce inquiries are about order status, wasting agents' time.



Tracking Troubles

Solution: Omnichannel Integration

Automated tracking updates via chatbots eliminate routine tracking queries, freeing up agents.



Delivery Dilemmas

Flexible delivery options boost conversion by **30%**

Solution: Self-service Scheduling

Allow customers to schedule deliveries and missed reattempts for a better experience.

Fraudulent returns cost U.S. retailers

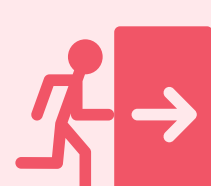
\$101 billion annually.



Fraud Frustrations

Solution: Delivery Fraud Detection

OCR-led documentation and Gen-AI agent assistance reduce fraud and prevent false claims.



Agent Attrition

Engaged agents boost satisfaction by **147%,**

but retail call centers have

30% turnover rates.

Solution: Ticket Deflection & Gen AI

Deflect routine queries with intelligent self-service, and assist agents with complex tasks using Gen AI.

Kapture CX

Powering retail enterprises with vertical AI.
Ready to elevate your customer experience?

[Contact us today!](#)