

CONVERSATIONAL AUTOMATION SOLUTIONS FOR THE RETAIL

SOLVING THE DILEMMA: PROFITABILITY vs. EXPERIENCE

Today, the retail industry is trying to find ways to remain competitive and profitable where customers are getting more demanding and costs are increasing. They are asked to continuously innovate, increase efficiency, reduce costs and improve customer experience all at once.

Conversational Technologies can help retailers to achieve this transformation by automating customer-related processes, analyzing the customer engagements and guiding them towards delivering better customer experiences.

OUR SOLUTIONS



Agentic AI

Order status, tracking, returns, refunds, cancellations, FAQs, loyalty, cart recovery, and notifications.



Conversational Intelligence

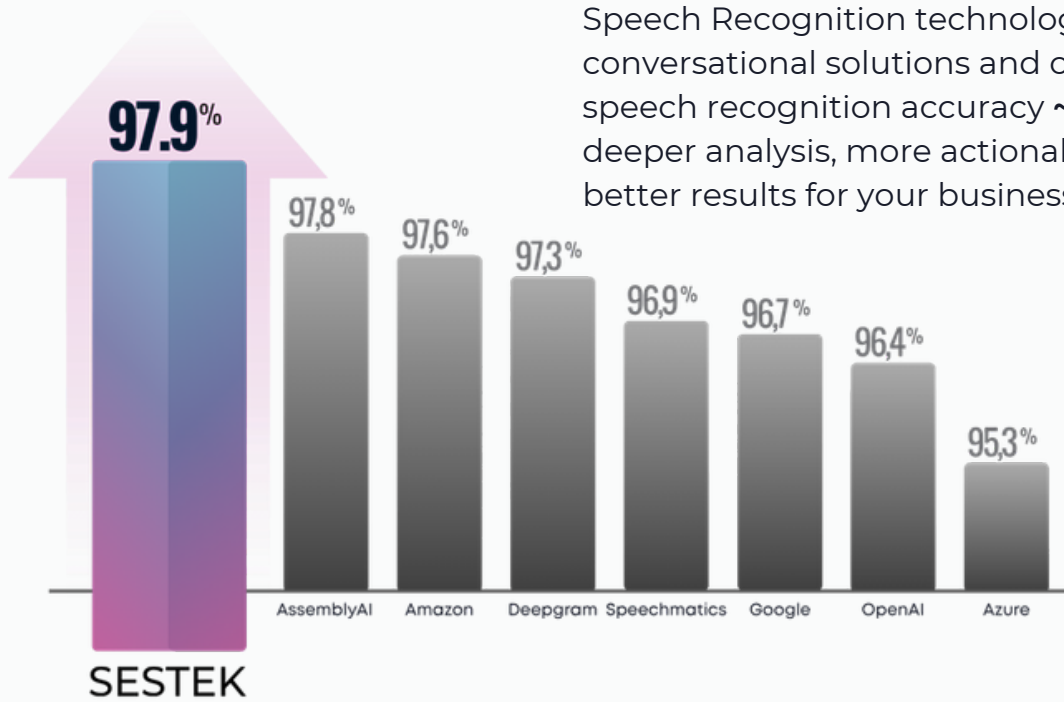
Track friction, complaints, refund trends, delivery issues, performance, upsell opportunities, and campaign feedback.



Agent Copilot

Support complex complaints, refund exceptions, high-value customers, recommendations, and retention moments.

Speech Recognition Comparison



Retail Use Case

1

Agentic AI

With our 100% in-house developed Speech Recognition (SR) and Natural Language Understanding (NLU) technologies, **SESTEK Agentic AI** welcomes the customer on the website, mobile app or at the call center IVR, understands the intent and responds without the need for live agents.

Analytics

2

SESTEK Analytics monitor all customer-agent interactions and in real time convert it into meaningful information. The solution provides critical insights to help decision-makers understand the performance of call center operations and act quickly to improve.

3

Automated Quality Management (AQM)

SESTEK AQM collects, monitors and scores 100% of customer-agent conversations (calls, chats, and video) according to script adherence, acoustic indicators, and emotional features. The product enables supervisors to score and maximize agent performance with tangible feedback objectively.



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