



# 5 Retail Use Cases: How Agentic AI Drives Customer Engagement and Loyalty

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Amir Hameed is a professional engineer with over 25 years of UC/CC domain expertise in presales leadership roles in companies including Avaya, Sonus, Nortel Networks, and 8x8. As the current Senior Vice President of WW Solution Sales & Engineering at RingCentral, Amir and his organization work with partners and prospects to support customers' digital transformation strategies worldwide as they migrate their business communications to the Cloud. Amir resides in Toronto, Canada.



Question

What's the one truth about business communications that hasn't changed?

Answer

**The enduring power of voice.**

**70%**

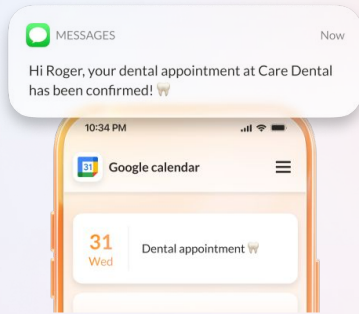
of customer interactions still occur via voice despite the rise of omnichannel and AI

# AI for Every Stage of the Conversation

## Leading with agentic voice AI



### Automate



#### AI Receptionist (AIR)

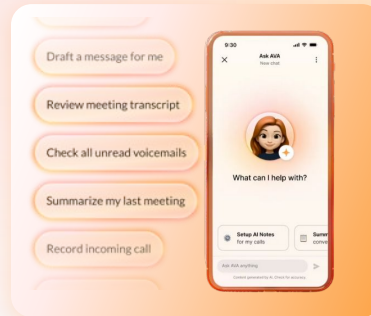
Fit-to-purpose 24/7 agents  
Schedules appointments  
Captures leads & opportunities

#### AI Representative (AIR Pro)

Voice First, Omnichannel AI Agent  
Handles complex workflows  
Studio: to build & customize agents



### Assist



#### AI Virtual Assistant (AVA)

AI for personal productivity

#### AVA Agent Assist

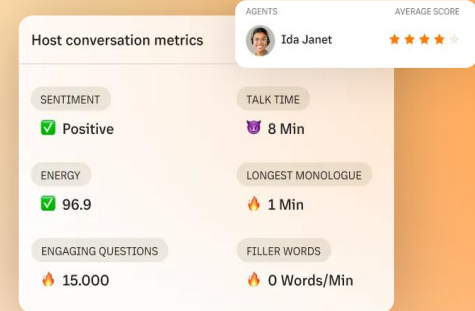
AI for real-time agent guidance

#### AVA Supervisor Assist

AI for real-time alerts with context



### Analyze



#### AI Conversation Expert (ACE)

Business intelligence

#### RingWEM

AI Quality Management  
AI forecasting and scheduling  
Predictive AI CSAT

# 5 agentic AI retail use cases



## After-hours availability

*Never lose a customer to voicemail again*



## Inventory lookup & purchase

*From inquiry to completed purchase, autonomously*



## Defective product & smart exchange

*Turn a complaint into a loyalty-building moment*



## Offer compliance & coaching

*Scale performance across every agent, every shift*



## Proactive satisfaction follow-up

*Turn potential detractors into loyal advocates*

# Agentic AI retail use cases



## After-hours availability

*Never lose a customer to voicemail again*

1

### Consumer calls



Customer calls the retailer at 10:45 PM. Store is closed. Previously would have reached voicemail and likely not called back.

2

### AIR answers instantly



AI Receptionist picks up immediately with a branded greeting and asks how it can help. No hold music, no voicemail.

3

### Natural conversation



Customer asks about same-day print services and the latest file drop-off time. AIR responds accurately from the store's knowledge base.

4

### SMS follow-up sent



AIR sends an SMS with print service details, hours, file format requirements, and a digital upload link so the customer is ready when the store opens.

# Agentic AI retail use cases



## Offer compliance & coaching

*Scale performance across every agent, every shift*

### 1 AI monitors 100% of calls

AI tracks every mention of promotions and bundle offers across all inbound and outbound calls. No manual sampling required.

### 2 Flags missed opportunities

Agents who skip the bundle pitch are flagged automatically. Supervisors receive an alert with a timestamped clip of the missed moment.

### 3 Targeted coaching triggered

The system identifies which part of the script is being missed and generates a personalized coaching recommendation for each agent.

### 4 Performance loop closes

After coaching, AI QM re-evaluates the next calls automatically, measuring improvement and confirming behavior change.

# Agentic AI retail use cases



## Proactive satisfaction follow-up

*Turn potential detractors into loyal advocates*



### AI Quality Management detects

- Sentiment scoring flags calls where customer frustration exceeds threshold in real time
- AI identifies recurring phrases like "third time calling" as escalation signals
- Every flagged interaction is auto-scored and logged for quality review
- Pattern alerts surface batch trends, notifying supply chain managers proactively



### AVA Supervisor Assist takes action

- AVA Supervisor Assist sends a real-time alert with call context and recommended intervention
- Supervisor can whisper-coach the agent live or offer a service recovery gesture before the call ends
- Agent receives post-call coaching with specific timestamp of the friction moment
- Customer receives a satisfaction check, turning a potential detractor into a loyal advocate

# Retail customer success metrics



Metrics reported by RingCentral customers

**70%**

Reduction in abandoned calls

**50%**

Increase in support team capacity

**28%**

Faster in answering customer calls

**100%**

Of customer calls analyzed for CSAT and staff training

**25%**

Reduction in helpdesk calls from stores

**48%**

Increase in customer satisfaction

**Questions?  
Visit us at Booth #340**

**Thank you**