

CX Index for retail

Retail Voice of the Customer in an omnichannel world.

Feedback tied to stores, regions and journeys, for retailers where one friction point reaches millions of customers.



01 The retail CX challenge

Retail is inherently omnichannel. Customers browse online and buy in store, they click and collect, and they expect returns and delivery to work without friction.

Experience spans merchandising, pricing, staff interactions, supply chain performance and digital journeys. For a large retailer, a single friction point in delivery, returns or checkout reaches millions of customers. Store standards, staff friendliness, queue lengths, substitution policies and delivery windows all shape perception. Without granular, location specific feedback it is hard to know which stores are performing, where processes are failing, or which parts of the experience actually drive loyalty.

02 How CX Index helps retailers

CX Index collects feedback at every key retail touchpoint. In store interactions, contact centre calls and chats, e-commerce checkout journeys, delivery notifications and post purchase experiences. Surveys can ask about convenience, product availability, staff helpfulness, store cleanliness, queue length and delivery accuracy. Linking responses to store IDs, regions and customer segments gives a detailed view of performance.

03 From NPS to drivers

Most retailers measure NPS or CSAT. The value comes from understanding why customers score the way they do. The CX Index NLP engine pulls out themes such as friendly staff, long queues, out of stock, substitutions or delivery damaged, then correlates those themes with scores to identify the strongest drivers of loyalty and dissatisfaction. Retail leaders can see which attributes matter most and which operational changes will move the number.

04 Store and region level action

Insight is not only for the central team. Store managers and regional leaders get dashboards showing performance in their own area, with the ability to drill into comments and themes. They can see whether standards are slipping, whether a process such as click and collect is causing friction, and whether a new initiative is landing with customers.

05 Closing the loop in retail

For serious issues, such as repeated complaints about one store or a recurring problem in a fulfilment centre, CX Index triggers cases automatically and routes them to the right team. Complaints stop being unstructured noise and become managed, accountable workflows. Over time retailers reduce repeat issues, improve consistency and build more resilient customer relationships.

Proven in grocery at national scale

Ahold Delhaize USA runs CX Index across five supermarket banners alongside Genesys, and has recorded improvement in its key experience metrics in nine of the ten months since go live. Ask us for the case study.