

Make support your next growth channel

Drive repeat purchases, increase order value, and boost loyalty with a platform that uses AI to personalize, automate, and scale every customer interaction.

The state of retail CX

Focus on AI readiness



2026 will be the year to solidify the foundations of AI operations, including change management and talent.

FORRESTER

Operational pressure is mounting



Tight margins and rising omnichannel demands make efficiency gains more critical than ever.

Deloitte.

AI's billion-dollar retail opportunity



McKinsey projects generative AI could add \$240-\$390 billion in yearly value and increase retail profits

McKinsey
& Company

"We needed a platform that could grow with us and meet the expectations of today's shoppers. Kustomer delivered."

 nathan james

Proactive support powered by AI

Retail CX isn't just reactive, it's proactive too. Kustomer AI helps you spot issues like delays or returns and reach out before customers ask. Here's how Everlane did it.

EVERLANE

Scaling CX with AI-powered efficiency

Everlane, a modern fashion brand known for transparent pricing and sustainable design, sees customer experience as core to its brand. But high WISMO volume, especially during seasonal spikes, strained agents, increased costs, and slowed response times.

The Fix: Everlane deployed Kustomer's AI Agents to deflect repetitive inquiries and layered in proactive messaging to reduce inbound volume. With Shopify integration and the Customer Timeline, agents resolved issues faster and with full context.

4X

Increase in ticket deflections

25%

Reduction in agent hours

Fast

Faster resolutions, fewer resources

Solving CX challenges that retail leaders know all too well

Challenge	Kustomer Solution
Repetitive WISMO tickets overwhelm support	Lower ticket volume, instantly. AI Agents resolve WISMO before it ever reaches your team.
Holiday spikes stretch your team thin	Handle surges without hiring. Automation & Skills-Based Routing flex with demand, not headcount.
Complex returns slow resolution time	Faster answers, happier customers. Unified Timeline and AI assistants surface and summarize real-time order and return data.
Channel switching breaks context	Stay in sync across channels. Omnichannel workspace brings chat, email, SMS, and social together.
Fraud cases eat up productivity	Protect your team's time. Smart Routing flags and escalates sensitive cases to humans automatically.
Inconsistent seasonal staffing slows performance	Train less, solve more. AI for Reps delivers instant answers and consistent support at scale.
Technical dependency for CX optimization	Act fast without an analyst. Data Explorer gives CX leaders real-time insights, no SQL required.

How top retailers are winning with Kustomer



UNTUCKit

Increased agent productivity by 25% and reduced voice handle time by 30% using smart routing.



HEXCLAD

Gained a \$100 lift in AOV and +21% in CLV with AI-powered personalization and VIP workflows.



PRIORITY BICYCLES

Improved CSAT and reduced handle times by unifying all support channels into one seamless view.