

# Top 4 Questions

Retail CX Leaders Are Asking In 2026

1. How far can we go with AI without losing the human touch?

AI's moving fast, but empathy still matters. Retailers are asking how to scale automation without losing the moments that build trust.

2. How do we scale for peak season without the cost?

You can't hire your way through Christmas. Retailers need to stay flexible and in control without carrying the cost all year round.

3. How can we reduce cost-to-serve without cutting corners?

Customers want personal, fast service regardless of margins. The challenge is finding efficiencies without the compromise.

4. How do we improve agent experience to protect CX?

With more pressure, complexity, and emotional queries, agents are burning out. To get better outcomes, we need to make it easier for them to do great work.

Want to see how your CX strategy stacks up?