

AI for Retail & *Ecommerce.*

WISMO and returns deflection, conversational commerce, store-associate copilots and merchandising agents across web, mobile, marketplace and store.

From strategy and pilots to production outcomes.

Salesforce Agentforce

Amazon Connect

Amazon Lex

AWS Bedrock

Dynamics 365

Genesys Cloud CX

50–70%

WISMO and returns deflection

60–80%

Digital containment at peak

80%+

Touchless vendor-invoice processing

Faster

Markdown cycles, fewer stockouts

What is under pressure today.

WISMO and returns deflection, conversational commerce, store-associate copilots and merchandising agents across web, mobile, marketplace and store.

01

Peak-season economics

Staffing for peak is the largest single CX cost line; containment moves it materially.

02

Returns drive lifetime value

Returns UX is a retention lever disguised as a cost center.

03

Analyst-bound merchandising

Markdown and replenishment across thousands of SKUs are limited by analyst hours.

WHAT GOOD LOOKS LIKE

The outcomes these programs are measured on.

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Ranges reflect outcomes observed across Pronix engagements. Your baseline is measured from your own data in the first two weeks, and every figure we report afterwards is a movement against that baseline.

Our position. We do not open with a percentage promise. We baseline the workflow, instrument it, ship one use case into production and report the delta — before anyone commits to a rollout.

DELIVERED ON YOUR STACK

Certified across the platforms this sector already runs.



**Salesforce
Agentforce**



Amazon Connect



Amazon Lex



AWS Bedrock



Microsoft
Dynamics 365

Dynamics 365



**Genesys Cloud
CX**

We do not ask you to re-platform to adopt AI. Where a capability is already licensed in your estate, we configure it before we build anything new.

The workflows we deliver.

Named workflows with the delivery platform behind each — every one live in production for enterprises in this sector, with an evaluation harness and audit trail from day one.



AGENTFORCE + AMAZON LEX

Omnichannel order and returns bot

Service agents on Commerce Cloud and OMS APIs with voice fallback on Amazon Connect.



AWS BEDROCK

Merchandising and inventory agents

Monitor sell-through, propose markdown and replenishment with rationale, execute after buyer approval.



AWS BEDROCK

Semantic product search and re-ranking

Conversion-tuned semantic search and LLM re-ranking on long-tail queries.



AZURE OPENAI

Store-associate copilots

Product knowledge, inventory look-up and clienteling on associate handhelds.



MICROSOFT DYNAMICS 365

Vendor invoice processing

IDP with 3-way match automation, exception queue and analyst coding copilot.

MANAGED SERVICES

Peak-readiness AI operations

Load-tested containment, elastic CCaaS capacity and daily war-room through peak.

Governance built into delivery, not bolted on afterwards. PCI-aware payment handling, brand-safe response guardrails, and human approval on pricing and markdown actions.

How the first workflow reaches production.

A sequenced 90-day plan, an engagement model that matches how you want to buy, and the evidence pack a steering committee needs to fund the next wave.

THE FIRST 90 DAYS

One workflow in production, measured against baseline.



WEEKS 1-2

Weeks 1-2

Contact-driver and returns analysis; peak volume model built with care and digital.



WEEKS 3-6

Weeks 3-6

Order and returns bot live on the top intents with OMS integration.



WEEKS 7-12

Weeks 7-12

Voice fallback, store copilot or merchandising agent added; peak load testing complete.

Shadow mode, then A/B by team, then production — with guardrails agreed before build and no SLA movement without evidence.

HOW WE ENGAGE

Three engagement models, one accountable partner.

Advise

Baseline, use-case shortlist and a business case your CFO can defend.

Implement

Certified build on the CCaaS, LLM and core systems you already run.

Run

Managed AI operations, evaluation harness and quarterly model review.

Outcomes our clients audited.

Selected engagements in this sector — the baseline, what we shipped and the measured result.

CASE STUDY · RETAIL & ECOMMERCE

90-day cutover from legacy IVR to Amazon Connect at a national retailer

National specialty retailer, 2,400 agents


Amazon Connect

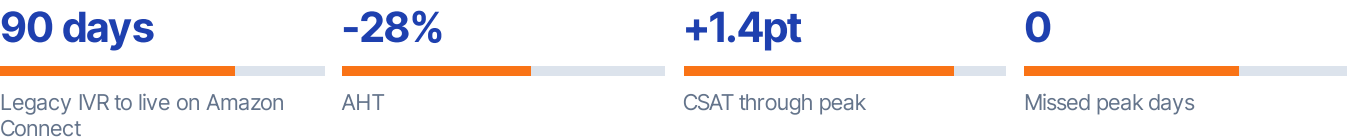

AMAZON CONNECT


AMAZON Q


SALESFORCE SERVICE CLOUD

A decade of Avaya customization, 2,400 agents across three sites, and a 90-day window before holiday peak. Prior migration attempts had stalled on IVR parity and integration debt. The stakeholder bar: zero CSAT dip, no missed peak day.

- Cut scope, not quality
- Warm-cutover, not big-bang
- Agent assist on day one
- Real-time CSAT signal



“This was the calmest peak we’ve had in six years — and we changed the platform on the way in.”
— VP Contact Center Operations

CASE STUDY · RETAIL & ECOMMERCE

41% self-service containment for a national retailer — order status and returns on conversational AI

National retailer, 3,100 agents


KORE.AI AGENT PLATFORM


SALESFORCE COMMERCE CLOUD


GENESYS CLOUD

70% of contacts were three intents — order status, returns and loyalty balance — but the previous chatbot only handled 12% end-to-end. Leadership wanted containment without a wave of angry loyalty-member escalations at peak.

- Intent-first, tier-based rollout
- Voice + chat single-source authoring
- Search AI grounding on the product catalog
- Peak-week guardrails



Where to start.

Start with one workflow. Prove it against baseline. Then scale.

01**Baseline workshop**

Two sessions to size volume, cost-to-serve and the quality baseline we will be measured against.

02**Pilot in six weeks**

One workflow live in shadow mode, then A/B, with the evaluation harness in place from day one.

03**Scale and operate**

Production rollout, integration hardening and managed AI operations against agreed SLAs.

WHAT YOU GET IN THE FIRST 90 DAYS

One workflow live in production

Baseline and measured delta

Evaluation harness and audit trail

Rollout plan costed by line of business

PRONIX AT A GLANCE

200+

Certified engineers & architects

15+

Average years of enterprise delivery experience

9

Named CCaaS/CX, Conversational AI & Cloud partnerships

100+

Enterprise Clients Worldwide

3

Global delivery regions

24x7

Managed operations across three regions

NEXT STEP

Model the business case before you commit.

Run the sector ROI model, or book a working session with the practitioners who ship these programs.

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