

Retail usecase

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☰ Company	OneReach.ai

Situation

During my tenure as Assigned Technical Account Manager (TAM) at Onereach.ai, I was entrusted with one of the company's most critical client relationships - overseeing the deployment of our AI solution across a major retail client's entire network. This wasn't just a technical implementation; it was a transformation that would touch every aspect of their customer experience across 1,500 stores nationwide. The client had built their reputation on exceptional customer service standards, and any disruption to their customer care operations could damage relationships built over decades.

Task

I was tasked with leading the most ambitious deployment in Onereach.ai's history while maintaining an unwavering focus on customer experience:

Primary Objectives:

- **Massive Scale Deployment:** Roll out AI solution to 1,500 retail stores within 12 months
- **Zero Customer Impact:** Ensure seamless transition with no degradation to existing customer service standards
- **Performance Excellence:** Maintain 99.9% uptime across all deployed locations
- **Customer-Centric Integration:** Design deployment process around minimizing disruption to end customers

Customer Obsession Challenges:

- **Diverse Customer Base:** Each of the 1,500 stores served different demographics with varying needs and expectations
- **High Service Standards:** Client maintained industry-leading customer satisfaction scores that couldn't be compromised
- **Complex Integration:** New AI system had to enhance, not replace, the human-centered service approach customers valued
- **Real-time Operations:** Deployment had to occur without disrupting daily customer interactions

Responsibilities & Customer Focus:

- **Architecture Design:** Ensuring scalable solution that prioritized customer experience at every touchpoint
- **Development Oversight:** Managing development process with customer journey mapping at the center
- **Quality Assurance:** Implementing rigorous testing focused on customer interaction scenarios
- **Stakeholder Management:** Balancing technical requirements with customer experience priorities
- **Timeline:** 12-month aggressive deployment schedule without compromising customer service quality

Actions

I implemented a customer-obsessed approach that put end-user experience at the center of every decision:

Phase 1: Customer-Centric Planning & Research (Months 1-3)

Deep Customer Understanding:

- **Customer Journey Mapping:** Conducted comprehensive analysis of customer interactions across different store types, demographics, and service scenarios
- **Voice of Customer Integration:** Partnered with client's customer experience team to understand pain points, preferences, and service expectations

- **Customer Impact Assessment:** Created detailed impact analysis for every aspect of the AI deployment, asking "How does this affect the customer?" at each step
- **Store Segmentation Strategy:** Rather than treating all 1,500 stores identically, developed customer-centric groupings based on:
 - Customer demographics and behavior patterns
 - Peak service times and seasonal variations
 - Existing customer satisfaction scores
 - Local market characteristics and preferences

Customer-First Pre-Flight Process:

- **Customer Experience Checklist:** Developed rigorous pre-deployment criteria focused on maintaining service quality standards
- **Impact Minimization Planning:** Designed deployment windows around customer traffic patterns to minimize disruption
- **Feedback Integration:** Established direct channels to capture customer sentiment before, during, and after each store deployment

Phase 2: Customer-Obsessed Execution & Testing (Months 4-8)

Customer-Centric Communication Strategy:

- **Store Team Empowerment:** Created comprehensive training materials focused on how AI enhancement would improve customer service rather than replace human interaction
- **Customer Communication Plans:** Developed store-specific communication strategies to prepare customers for service improvements
- **Direct Support Channel:** Established dedicated communication line between development team and client's customer service center to ensure immediate response to any customer-impacting issues

Rigorous Customer-Focused Testing:

- **Customer Scenario Testing:** Conducted exhaustive testing using real customer interaction scenarios rather than generic test cases

- **Peak Load Simulation:** Tested system performance during Black Friday-level customer traffic to ensure no service degradation
- **Customer Journey Validation:** Verified that every customer touchpoint functioned seamlessly with the new AI integration
- **Staff Readiness Verification:** Ensured store personnel could confidently explain and support the enhanced customer experience

Phase 3: Customer-Obsessed Launch Strategy (Months 9-12)

Canary Release with Customer Protection:

- **Customer Impact Monitoring:** Implemented real-time customer experience monitoring during gradual traffic ramp-up
- **Customer Feedback Integration:** Established immediate feedback loops to detect any customer experience issues within minutes, not days
- **Instant Rollback Capability:** Maintained ability to immediately revert to previous system if any customer impact was detected
- **Customer Success Metrics:** Tracked customer satisfaction scores in real-time, treating any decline as deployment blocker

Continuous Customer-Centric Optimization:

- **Customer Voice Analysis:** Analyzed every customer interaction to identify improvement opportunities
 - **Store Satisfaction Correlation:** Correlated store employee satisfaction with customer experience metrics, understanding that happy employees create better customer experiences
 - **Proactive Issue Resolution:** Identified and resolved potential customer impact issues before customers experienced them
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- **Deployment Success:** Completed all 1,500 store deployments within 11 months, one month ahead of schedule
- **Customer-Centric Scalability:** System handled peak customer traffic (holiday seasons) with zero performance degradation
- **Quality Consistency:** Maintained uniform high-quality customer experience across diverse store locations and demographics

Business Impact Through Customer Obsession:

- **Market Differentiation:** Client gained significant competitive advantage through enhanced customer experience capabilities

Customer Obsession Validation:

- **Customer Testimonials:** Unsolicited positive customer feedback increased by 340% in deployed stores
- **Employee Satisfaction:** Store employee satisfaction increased by 28%, directly correlating with improved customer interactions
- **Customer Complaints:** Customer service complaints decreased by 45% while customer engagement increased
- **Repeat Business:** Same-store customer return rates improved by 19% year-over-year