

Agentic AI for Retail & Ecommerce





The Next Era of Retail, Powered by Human + AI

Retail and ecommerce are being reshaped by rising consumer expectations, margin pressure, sustainability demands, and the need for seamless experiences across every channel. At the same time, volatile demand, supply chain disruption, and fragmented systems make it harder to operate with speed and precision.

Agentic AI changes how retail operations perform. By redesigning how humans and AI work together, agentic systems embed intelligence directly into day-to-day retail workflows. AI coordinates data, actions, and decisions in real time. People retain judgment, creativity, and accountability—removing friction, accelerating execution, and improving the metrics retail leaders care about most.



Everest Group and
Concentrix AI Study

Where Agentic AI Creates Value in Retail & Ecommerce Operations



Customer & Shopper Experience

- **Personalized engagement:** Deliver relevant, real-time offers across digital and in-store channels.
- **Journey continuity:** Maintain context across channels to reduce repetition and improve resolution.
- **Service excellence:** Resolve inquiries faster and escalate complex issues with precision.



Sales Growth & Engagement

- **Personalization:** Recommend products and bundles in real time.
- **Predictive engagement:** Trigger timely offers to increase conversion and basket size.
- **Pricing intelligence:** Adjust pricing dynamically to protect margin and revenue.



Improve Operational Efficiency

- **Inventory optimization:** Balance stock across locations to reduce stockouts and overstock.
- **Fulfillment orchestration:** Coordinate picking, delivery, returns, and exchanges end-to-end.
- **Supply chain execution:** Automate replenishment and order flows to improve reliability.



Workforce Enablement

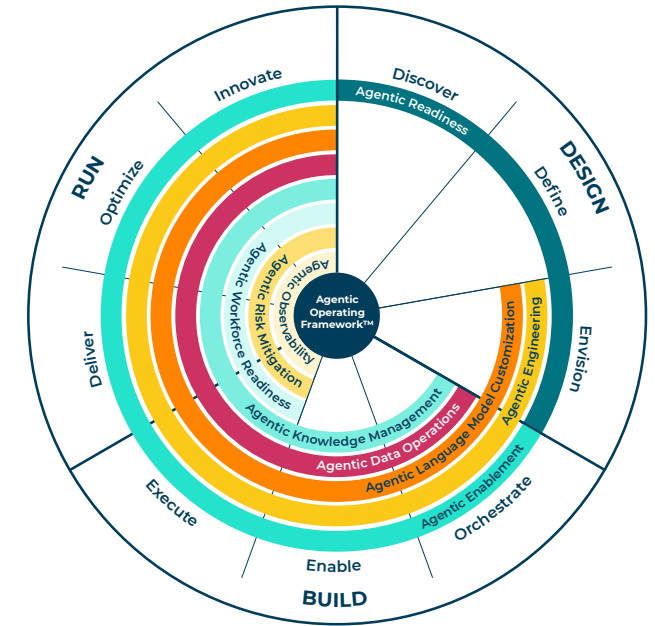
- **AI copilot:** Provide real-time insights and next-best actions to staff.
- **Task automation:** Eliminate manual reporting, follow-ups, and coordination.
- **Decision support:** Recommend merchandising, staffing, and marketing actions.



Agentic Operating Framework™

The Agentic Operating Framework enables retail leaders to scale agentic AI across the enterprise with control and precision. It provides a clear operating model for governing, deploying, and managing AI so every AI agent, workflow, and decision works in concert with human expertise.

Embedded into day-to-day retail operations, the framework ensures AI operates consistently and responsibly, allowing human judgment and AI capabilities to work together to drive sustainable growth and customer loyalty.



Core capabilities needed to design, build, and run your agentic operations

Agentic Readiness

Identify opportunities and gaps, and define a prioritized roadmap for safe, scalable, and effective human-AI collaboration.

Agentic LM Customization

Harness the power of brand-aligned language models to deliver greater accuracy and context-aware experiences.

Agentic Workforce Readiness

Empower teams to lead with AI, co-creating value through smarter decisions, faster processes, and measurable outcomes.

Agentic Enablement

Establish strategic oversight to ensure AI initiatives drive innovation, deliver value, and align with evolving needs.

Agentic Data Operations

Apply intelligent management practices to unify, streamline, and optimize your data ecosystem.

Agentic Risk Mitigation

Establish policies, security protocols, and legal frameworks to protect privacy, ensure compliance, and uphold ethical standards.

Agentic Engineering

Design, engineer, and optimize AI platforms to orchestrate human-AI workflows for business-aligned agentic solutions.

Agentic Knowledge Management

Centralize knowledge to empower your people and AI agents with accurate, context-rich information.

Agentic Observability

Monitor and analyze agentic workflows to improve outcomes, optimize processes, detect anomalies, and enhance decisions.

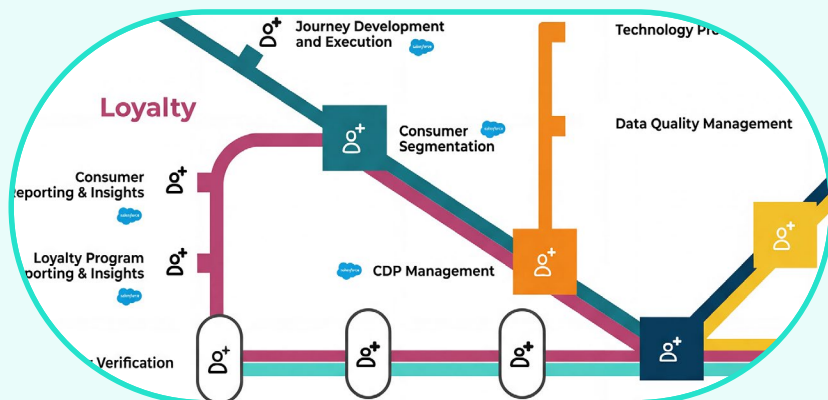
Agentic Value Maps™

Targeting friction to unlock measurable retail performance

Agentic AI delivers the greatest impact when applied where operational friction limits performance.

Agentic Value Maps visualize how work flows across product strategy, merchandising, supply chain, store operations, marketing, and customer service—mapping how people, systems, data and decisions interact across the retail value chain.

These maps reveal where human and AI collaboration can remove friction by reducing handoffs, eliminating rework, and accelerating decisions. Opportunities are prioritized based on impact to core metrics such as inventory turns, fulfillment speed, cost-to-serve, conversion, and service levels. These insights are then translated into a clear, operational-focused roadmap to value, with implementation-ready blueprints that align every AI initiative to measurable outcomes.



Example Use Case: Assisted Sales & Service



“Hi, I’m looking for football gloves for my son’s birthday. Could you help me find the right pair? I’d prefer to speak with a human advisor if possible.”

Behind the scenes, AI assists the advisor by surfacing the best options and suggesting complementary products. With this support, Anna purchases gloves, socks, and shorts, and the advisor adds a personal touch by offering free expedited shipping.

Human + AI collaborating to guide customers, tailor recommendations, and drive sales performance, reducing friction throughout their experience:

- Request customer information
- Discuss customer needs
- Recommend products
- Discuss options
- Provide loyalty recognition
- Complete transaction

Build AI You Can Trust

In retail, performance only scales when AI is built for execution at speed without sacrificing operational control, accountability, or trust.

- **Human accountability at scale:** Keep people accountable for decisions and outcomes. AI accelerates execution across high-volume workflows, while judgment, escalation paths, and responsibility remain clearly owned.
- **Resilient, repeatable operations:** Design agentic systems to perform reliably during peak demand and disruption, delivering consistent execution across stores, channels, and regions.
- **Operational control and compliance:** Maintain clear guardrails, real-time oversight, and end-to-end visibility into AI-driven actions, while meeting data privacy, PCI-DSS, and internal operational standards.



Why Concentrix

Concentrix brings together deep retail operational expertise, industry scale, and proven AI delivery experience to help leaders move from strategy to execution. Working alongside your teams, we identify high-impact starting points, deploy agentic solutions that deliver measurable results, and establish the operating foundations needed to scale human and AI operations with confidence.

Across the front, middle, and back office—from merchandising and supply chain to stores, digital, and service—we design, build, and run fully integrated, intelligent transformation solutions that power the next generation of retail performance.

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