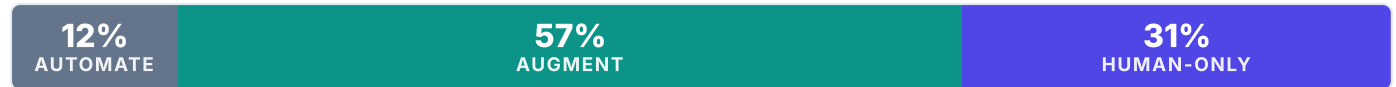


Retail AI, broken down to the task

The high-friction retail service workflows now under agentic AI, mapped to the task level. What automates, what becomes human plus AI, and where the workforce is the bottleneck.



■ Automate: AI runs it, human audits by exception ■ Augment: human plus AI, the re-skilling surface

■ Human-only: judgment, empathy, compliance

Split shown is the corpus-wide customer-support baseline (3,740 roles, 67,639 tasks, same classifier as /explore). Retail-specific postings are sparse in the corpus, and retail service work tracks this pattern closely.

The money is committed. The bottleneck is the workforce.

The money is committed. The workforce is the bottleneck. The bottleneck lives in the augment band.

Across the customer-support baseline retail tracks, the task split is 12% automate, 57% augment, 31% human-only. The 57% augment band is human plus AI work that only functions if the agent is trained for it.

That 57% is the readiness gap, quantified. Nuvepro maps the work at task level, classifies each task, and certifies the workforce on the augment band with a competency guarantee.

THE SPEND IS REAL ● Retailers deploying agentic AI report revenue growth of 5 to 15% and cost savings of up to 30% (Concentrix) ● Retail AI adoption reached roughly 64% (industry AI adoption survey 2026) ● 51% of retailers name chatbots and virtual assistants as their leading AI initiative (retail AI survey 2026) ● 80% of companies use or plan to adopt AI chatbots for customer service (customer service AI survey 2026)	THE WORKFORCE IS THE BLOCKER ● The workforce skills gap is retailers' biggest challenge after financial pressure (TCS global retail study) ● Employee resistance over job security affects 45% of retailers pursuing AI (retail AI survey 2026) ● Only 45% of support agents have received AI training, and just 21% are satisfied with it (customer service AI survey 2026) ● 85% of retailers are not yet using multi-agent AI systems; nearly half have no plan to (retail AI survey 2026)
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Six support and operations workflows

WORKFLOW 1
Order, Shipping and Fulfillment Inquiries
"Where is my order" checks, delivery timelines, exception flagging.

Market signal. Order status is the highest-volume retail contact; agentic deflection cuts inbound volume and post-purchase churn. (Concentrix)

AUTOMATE › Unify fulfillment, logistics, and carrier data in real time › Handle routine order-status checks › Proactively flag delivery exceptions	AUGMENT › Resolve status inquiries needing context across systems › Update customers on delayed or exception orders	HUMAN-ONLY › Intervene on true delivery exceptions requiring judgment
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Readiness gap. The agent answers where-is-my-order; the human handles the lost shipment and the angry customer. Knowing which is which is the trained handoff.

WORKFLOW 2
Returns, Refunds and Order Cancellations
Return requests and cancellations across channels and policies.

Market signal. Consistent agentic policy enforcement cuts avoidable churn, speeds refunds, and reduces financial leakage. (Concentrix)

AUTOMATE › Apply return and cancellation policies consistently › Validate eligibility and coordinate refunds or exchanges	AUGMENT › Offer retention alternatives during a return › Keep customers informed through the process	HUMAN-ONLY › Make judgment calls on edge cases and escalations
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Readiness gap. Policy enforcement automates; the goodwill exception that saves a customer does not. That save is an augment skill, agent-assisted, human-decided.

WORKFLOW 3

Payments, Promotions and Refund Queries

Charges, discounts, applied promotions, refund status.

Market signal. Clear agentic explanations cut refunds, chargebacks, and dispute leakage while shortening handle time. (Concentrix)

AUTOMATE

- › Consolidate order, payment, promotion, and refund data
- › Track refund status

AUGMENT

- › Explain charges and promotions clearly
- › Identify and resolve discrepancies with full context

HUMAN-ONLY

- › Handle complex disputes and chargebacks
- › Decide on goodwill adjustments

Readiness gap. Explaining a promotion is routine; adjudicating a chargeback is not. The adjudication is where the agent supports and the human decides.

WORKFLOW 4

Profile, Address and Subscription Updates

Account info, delivery addresses, subscription preferences.

Market signal. Consistent cross-system updates cut delivery failures from address errors and manual rework. (Concentrix)

AUTOMATE

- › Validate eligibility for requested changes
- › Apply updates consistently across systems
- › Confirm downstream impacts before execution

AUGMENT

- › Resolve requests spanning subscription and delivery preferences

HUMAN-ONLY

- › Approve decisions requiring human judgment

Readiness gap. Most updates apply themselves; the ones that touch billing or entitlement need a person. The skill is spotting that line fast.

WORKFLOW 5

Product Issues, Faults and Escalations

Troubleshooting, fault diagnosis, technical resolution.

Market signal. Better initial diagnostics reduce repeat contacts, escalations, and tier-to-tier back-and-forth. (Concentrix)

AUTOMATE

- › Guide structured troubleshooting workflows
- › Surface relevant product knowledge in real time

AUGMENT

- › Diagnose faults with AI-surfaced context
- › Reduce back-and-forth across support tiers

HUMAN-ONLY

- › Handle nuanced issues requiring product expertise and judgment

Readiness gap. The agent runs the script; the human solves the problem the script did not anticipate. That expertise is the augment target.

From a tool budget to a workforce that can use it

1. The stat proves the buyer is already spending on this workflow.
2. The task table proves only about an eighth automates; the majority is augment.
3. The augment band is the re-skilling surface, and retailers name the skills gap as their top barrier after cost.
4. Nuvepro measures who is ready for the augment work and certifies the rest with a guarantee.
That is the difference between a tool budget and a workforce that can use it.

HOW THIS WAS BUILT

Task splits: live jobscraper corpus, 3,740 customer-support roles across all segments, 67,639 tasks, same classifier as [/explore](#) (used as the retail baseline).

Workflow taxonomy and market framing: Concentrix, Top 5 Agentic AI Use Cases in Retail.

Workforce and adoption statistics: 2026 retail and customer-service AI surveys (TCS, industry analyses).

HONEST CAVEATS

Retail-specific postings are sparse in the corpus; the split shown is the corpus-wide customer-support baseline, which retail service work tracks closely. Treat it as directional for retail, exact for customer support overall.

Workflow tasks are drawn from the Concentrix retail use-case taxonomy; market and readiness stats carry named sources, with the Concentrix and TCS lines the ones to lead with.

Percentages are corpus-level, not any single retailer's internal data.