

A woman with short dark hair, wearing a light blue sweater and gold hoop earrings, is smiling while looking at a laptop. She is in a warehouse setting with many cardboard boxes stacked in the background. The lighting is warm and focused on her.

***RingCentral***

# The state of AI in retail communications





**Over the past few years, it's become clear that AI has arrived—and is already playing an active role in transforming the retail industry in a wide range of ways. One key opportunity is in communications, both internal and customer-facing.**

But while staying ahead of these trends is critical, it's not enough to simply keep pace with AI advancements—leaders must focus on making AI real and meaningful by implementing practical, value-driven solutions that directly address their unique challenges and while improving customer experiences and driving growth.

Discover how AI is transforming retail communications in this eBook, featuring insights from [The State of AI in Business Communications](#) report by RingCentral, with a focused analysis of responses from the retail sector. Explore key themes including AI adoption and integration, return on investment (ROI), emerging investment trends, advancements in fraud prevention and security, and forward-looking predictions from industry leaders shaping the future of retail communications.



# Table of contents

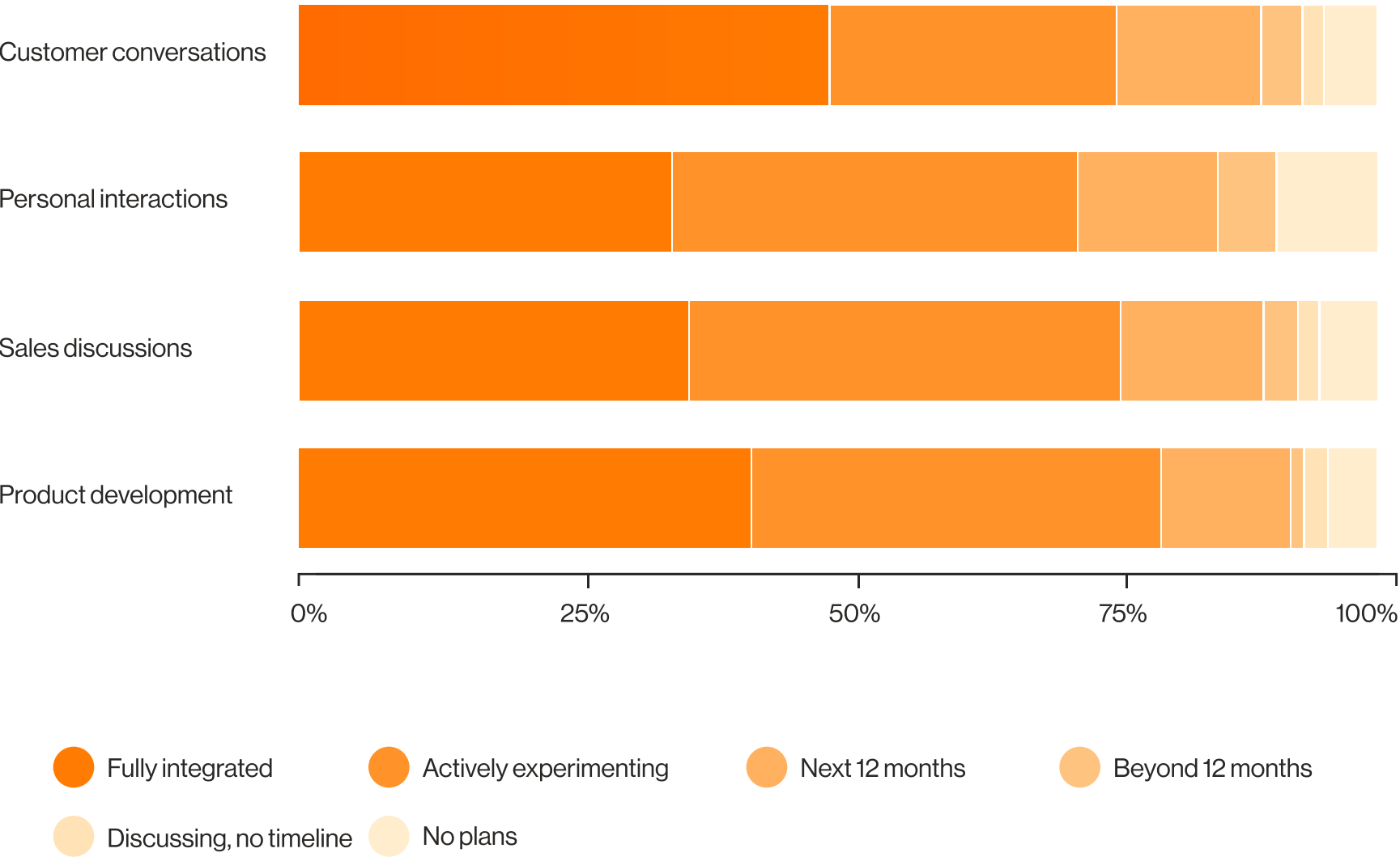
Adoption and integration	
<b>Nearly half of retailers use AI in customer conversations</b>	<b>03</b>
Fraud and security	
<b>Over a third of retail businesses unprepared for AI fraud</b>	<b>04</b>
Investment	
<b>Almost all leaders expect AI spending to grow</b>	<b>05</b>
ROI	
<b>The unanimous impact of AI voice analysis</b>	<b>06</b>
Future outlook	
<b>Retail: Where AI optimism and reality diverge</b>	<b>08</b>

# Nearly half of retailers use AI in customer conversations

One of the most striking findings is the consistency of AI adoption across all four major use cases surveyed—roughly 71 to 80% of retail businesses are either fully using or actively experimenting with AI in every area.

Notably, retail businesses are leaders in prioritizing AI where it directly touches customers, with almost half (48.81%) of respondents reporting having fully integrated AI into their customer conversations already—the highest among all industries.

To what extent, if at all, has AI been integrated in the following contexts at your company?





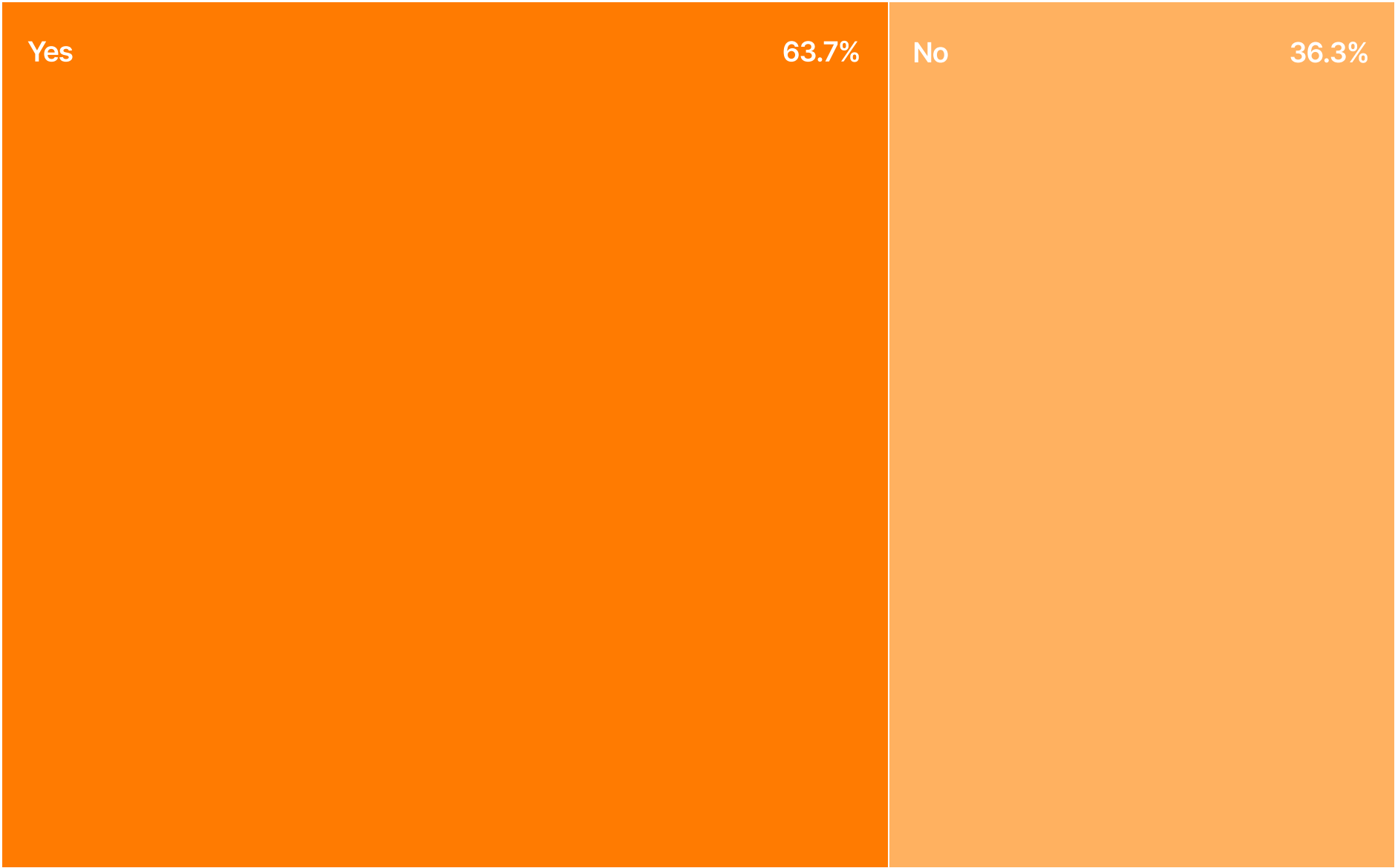
# Over a third of retail businesses unprepared for AI fraud

The rise of AI brings new security concerns, with the rising potential for AI-generated voice or video fraud. Over a third (36.31%) of decision makers report that their business has not implemented any measures to detect or prevent AI-generated voice or video fraud.

At the same time, respondents are remarkably confident in their ability to detect AI fraud — almost 89%<sup>1</sup> believe they can distinguish between real and AI-generated voice or video content.



Has your company implemented any measures to detect or prevent AI-generated voice or video fraud?



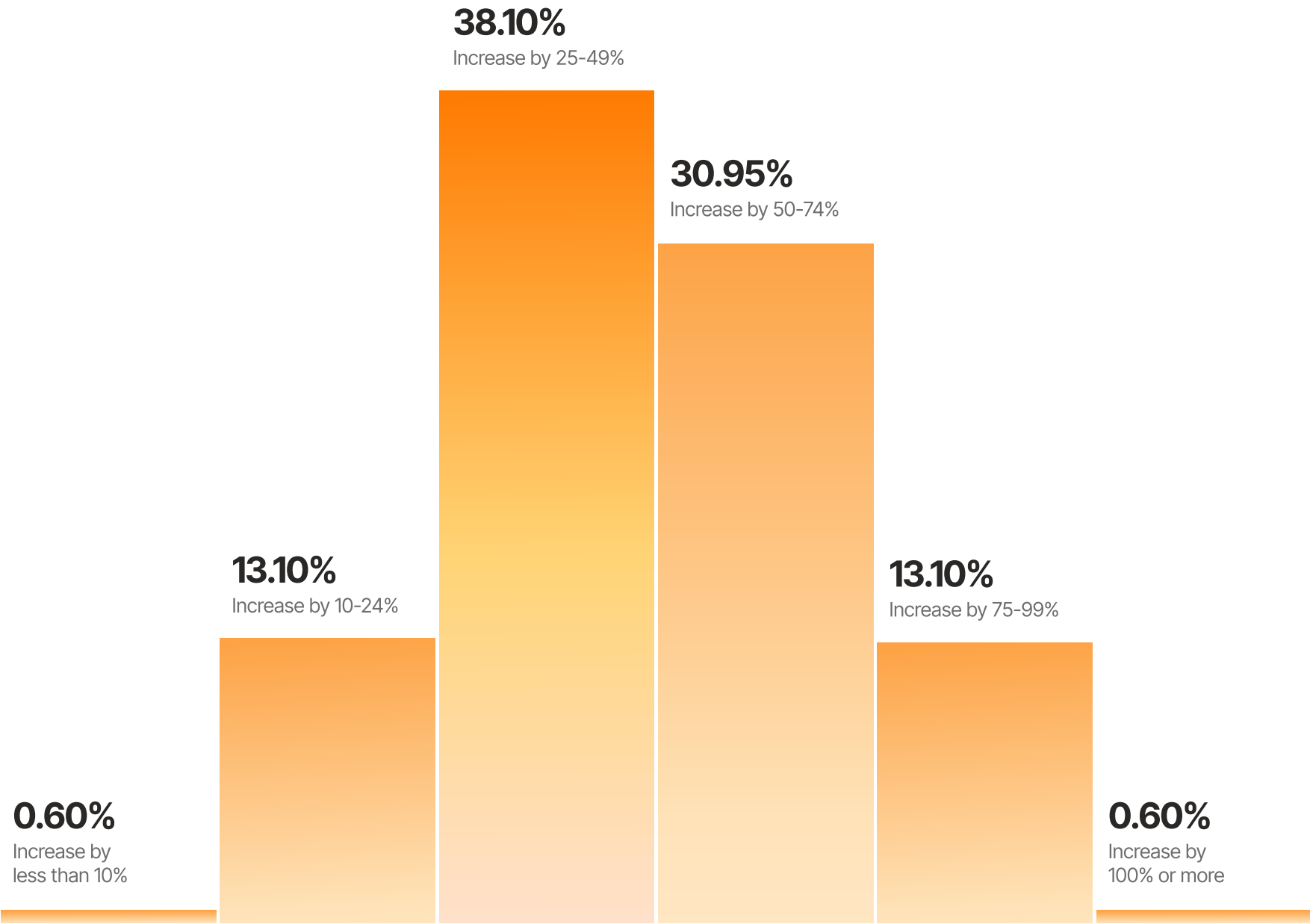


# Almost all leaders expect AI spending to grow

The vast majority (96.43%<sup>2</sup>) of respondents expect their company’s investment in AI tools to grow over the next three to five years, signaling a widespread recognition of AI’s transformative potential.

The survey data indicates a clear trend toward significant growth in AI spend in retail, with only 2.98% of respondents expecting no change at all and 0.60% expecting spend to decrease. Investing in AI tools is not just an option anymore—it’s a strategic necessity for businesses that want to stay ahead.

By how much, if at all, do you expect your company's investment in AI tools to grow over the next 3-5 years?

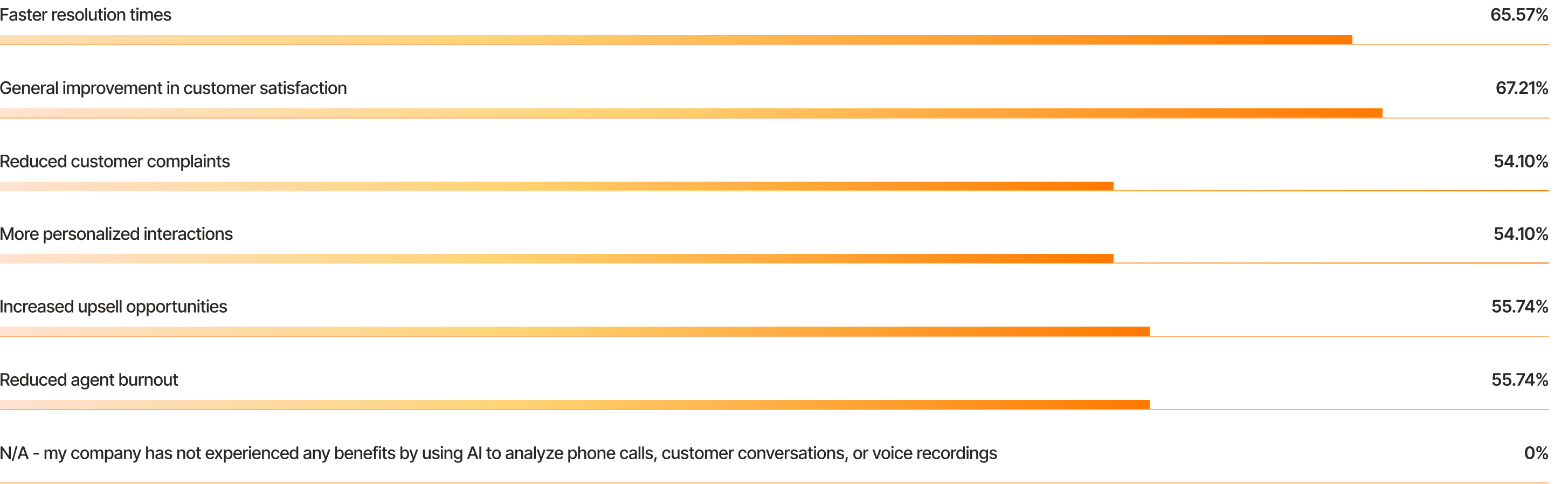




# The unanimous impact of AI voice analysis

AI's impact extends beyond automation—it significantly enhances the quality of interactions businesses have with customers and prospects. In fact, every respondent reported that their company experiences at least one benefit from using AI to analyze conversational data.

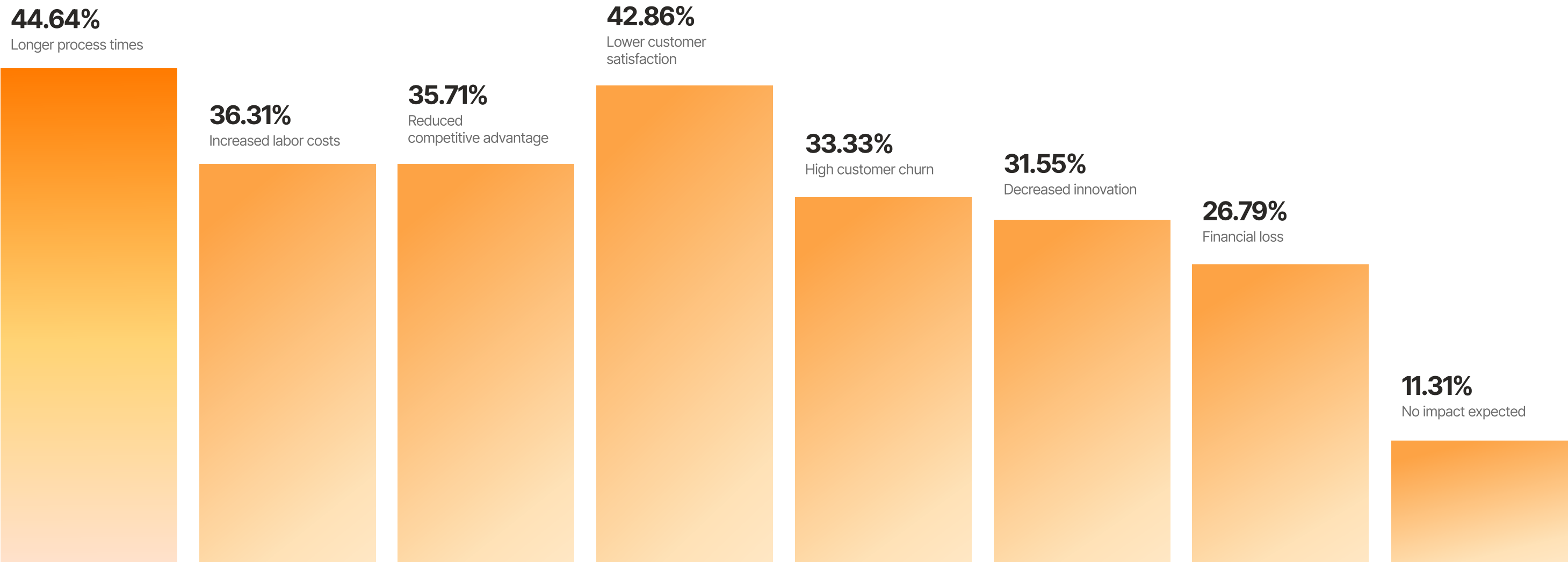
What benefits, if any, has your company experienced by using AI to analyze phone calls, customer conversations, or voice recordings? (Select all that apply)





Potential business impact of not using AI

Retail leaders also identified several significant impacts their companies would face from not using AI technologies, with longer process times (44.64%) and lower customer satisfaction (42.86%) emerging as the primary concerns.





# Retail: Where AI optimism and reality diverge

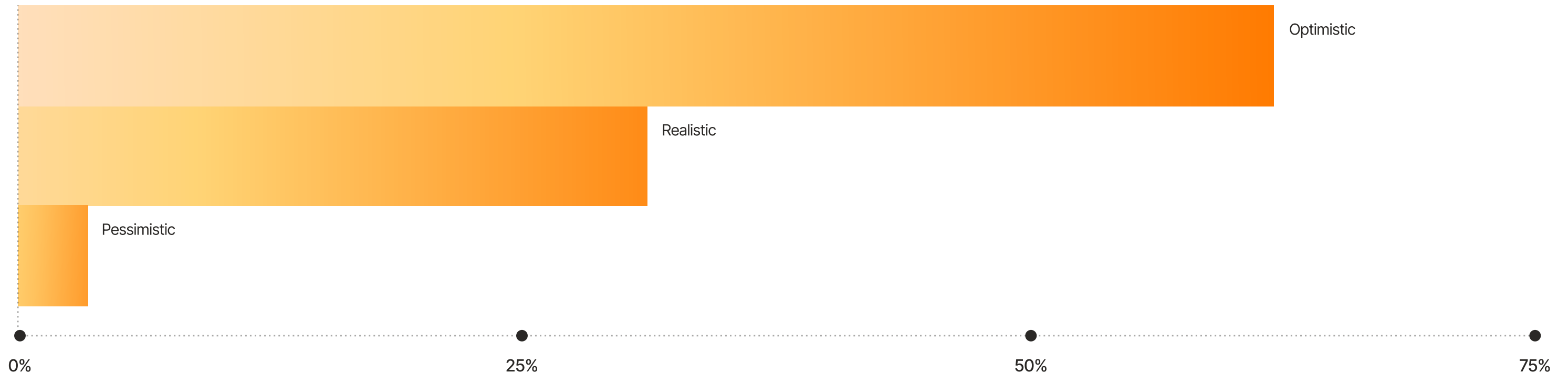
In the retail sector, the AI transformation is largely expected to be a positive one, with 61.90% of respondents expressing optimism about AI's impact on their team's work, while 30.95% had a more realistic view.

Though optimism is not particularly high compared to other industries, it's worth noting that from a practical perspective, retail has nonetheless made the furthest inroads in adopting AI

tools. It leads all industries surveyed in terms of fully integrated AI into customer conversations and product development feedback, and is a close second in fully integrating AI into sales discussions.

Looking to the future, this suggests that optimism—while influential—may not be the most important factor in determining the speed of AI's momentum in different industries.

Are you optimistic, realistic, neutral, or skeptical of AI's impact on your team's work?







## The breakout industry for unlocking AI-powered communications?

With the benefit of a relatively predictable customer journey, the retail industry has a unique opportunity to leverage AI tools to streamline operations and provide more personalized customer experiences, it's essential that leaders continue to stay attuned to these evolving trends and adapt their strategies to leverage emerging AI tools effectively.

Learn more about [RingCentral](#) and how retail businesses, from small businesses to global consumer goods enterprises, are leveraging RingCentral's AI-powered communications solutions.





## About RingCentral

RingCentral is a leading provider of trusted AI communications, contact center, sales intelligence, video, and hybrid event solutions. RingCentral empowers businesses with conversation intelligence and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of hundreds of thousands of customers and millions of users worldwide.

For more information, please contact a sales representative.  
Visit [ringcentral.com](https://ringcentral.com) or call **855-774-2510**.

---

RingCentral, Inc. 20 Davis Drive, Belmont, CA 94002. [ringcentral.com](https://ringcentral.com)

© 2024 RingCentral, Inc. All rights reserved. RingCentral, the RingCentral logo, and all trademarks identified by the ® or ™ symbol are registered trademarks of RingCentral, Inc. Other third-party marks and logos displayed in this document are the trademarks of their respective owners.

### Methodology

The research **is a subset of data** that was conducted by Censuswide, among a sample of **125 18+ US DMs at middle management+ level working in the retail industry**. The data was collected between 09/26/2024 - 10/03/2024. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council.

### Footnotes

1 "Very likely" and "Somewhat likely" responses combined

2 "Yes, we have a clear plan" and "Yes, but we don't have a clear plan yet" responses combined





# RingCentral Trends 2025

RingCentral, Inc. 20 Davis Drive, Belmont, CA 94002. [ringcentral.com](https://ringcentral.com)

© 2025 RingCentral, Inc. All rights reserved. RingCentral, the RingCentral logo, and all trademarks identified by the ® or ™ symbol are registered trademarks of RingCentral, Inc. Other third-party marks and logos displayed in this document are the trademarks of their respective owners.