

EXECUTIVE BUSINESS CASE · RETAIL

The cost of inaction in retail

Every un-answered sales call and abandoned cart is revenue that checks out somewhere else.

70% Shift lost to idle	~\$25 Per connected call	8–15% Connect ceiling	~40% CRM decay / year
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The status quo is not free

Shoppers ask questions and abandon carts at all hours; a missed call or un-recovered cart is a lost sale. Festive and promotional spikes overwhelm support, and speed plus accuracy decide the purchase.

What one quarter of waiting costs

Hidden cost	What it means in retail
Missed sales calls	Product and pricing questions go unanswered.
Abandoned carts	Carts left behind aren't recovered at scale.
Peak spikes	Festive and promo surges overwhelm the team.
Slow support	Order and return queries back up, hurting CSAT.

What Finn unlocks in retail

TOFA resolved 5,000+ inbound calls a day at festive peak and lifted top-line revenue 20% through cart recovery.

The decision

Finn closes the gap between your system of record and your system of action as a usage-based line item — payback under six months. Waiting isn't free; it's the swivel-chair tax, paid another

quarter.

Build the retail business case — book a demo at www.hirefinn.ai/bookademo

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