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Asendia showcases 10 pioneers redefining customer experience

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Asendia, a global leader in e-commerce and mail solutions, today announces the latest edition of its Global Retail Voices initiative.

Now in its second year, the 2025 e-book spotlights ten standout professionals from around the world who are driving customer-led innovation at some of the most recognisable and disruptive brands in retail.

Focusing exclusively on customer experience, a critical pillar of modern retail strategy, the latest edition highlights how these experts are transforming the way businesses engage with consumers across both digital and physical touchpoints. From AI-powered service and live shopping to frictionless omnichannel journeys and operational empathy, their work reflects bold thinking, real impact and the shifting priorities of an industry in rapid evolution.

“With so many choices at their fingertips, today’s consumers are driven by experience, not just product or price,” said Simon Batt, CEO of Asendia. “The talents profiled in this year’s campaign are at the forefront of that shift. They’re rethinking every customer touchpoint and helping to shape a more connected, responsive retail landscape. We’re proud to recognise their impact and the positive change they’re bringing to our industry.”

Experience is everything

In today’s digital economy, the strength of a brand is increasingly measured by the quality of its customer experience. The 2025 Global Retail Voices e-book brings this reality into sharp focus, presenting insights that illustrate just how vital CX has become.

A recent study from McKinsey & Company revealed that companies that excel in customer experience are growing more than twice as fast as those that do not. At the same time, expectations have never been higher. A single misstep can prove costly; nearly one in three consumers say they would stop buying from a brand they loved after just one bad interaction, according to PwC. Conversely, 44 percent of online shoppers are more likely to return after a personalised experience, even if more convenient alternatives exist.

Retailers are responding. Asendia’s own

research reveals that 53 percent of brands feel increasing pressure to meet rising customer demands, from flexible returns to reliable, on-time delivery — demands that can only be met through cohesive, customer-first strategies.

Jeannie Walters, founder and CEO of Experience Investigators, emphasises that the most successful retailers are fundamentally rethinking how they approach customer relationships.

"The brands winning today aren't just improving their checkout process or adding more features, they're shifting from organisation-chart thinking to customer-journey thinking," Walters explained. "They understand that trust is built in micro-moments: a helpful confirmation email, transparent communication about delays, or turning a service issue into an opportunity to show they truly care. When brands handle problems with genuine empathy and swift action, they actually build stronger loyalty than if nothing had gone wrong in the first place."

Expert Voices: insights from the front lines

Nora Zukauskaite, Marketing Director at TikTok Shop UK & Europe, underscores the power of discovery commerce. She points to live shopping as one of the most exciting frontiers in CX today.

With over 6,000 live shopping sessions happening daily on TikTok Shop in the UK alone, the format is quickly becoming a mainstream channel for brand engagement. Zukauskaite says its appeal lies in its ability to bring entertainment and personalisation and interaction back to the online shopping experience.

“These events are immersive, dynamic and joyful, and that’s what consumers want. Last year, we saw sessions where individual brands reached over a million pounds in GMV within just 12 hours,” she explained. “Live commerce will be a major driver of growth in 2025, and brands that embrace it will find powerful new ways to scale.”

Global Recognition with Real Impact

The Global Retail Voices initiative highlights more than individual achievements. It reflects a broader movement within retail towards integrated, customer-led thinking, where CX is no longer viewed as a cost centre, but as a core business driver.

Source: Asendia

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