

# Key Considerations in Developing CX Strategies for Fashion Retail – Part Two

*YRC's fashion CX team shares 4 key CX strategy tips for fashion retail; 3 more were covered in a previous post.*

PUNE, MAHARASHTRA, INDIA, June 24, 2025 /EINPresswire.com/ -- In this communiqué, the team of fashion retail CX consultants of retail and eCommerce consulting firm - YourRetailCoach (YRC) highlights four key considerations in [developing CX strategies for fashion retail](https://www.einpresswire.com/article/824733882/key-considerations-in-developing-cx-strategies-for-fashion-retail-part-one). Three other considerations in this list are covered in a previous publication (<https://www.einpresswire.com/article/824733882/key-considerations-in-developing-cx-strategies-for-fashion-retail-part-one> ).



Key Considerations in Developing CX Strategies for Fashion Retail Part Two

“Empowering Retail & E-commerce businesses worldwide.”

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Nikhil Agarwal

CX strategies play a key role in branding, fostering customer trust and loyalty, and building a sense of community. Customers can associate more easily with brands and businesses that exhibit clarity of existence and sincere intent to deliver value. When customers interact with brands over various touchpoints, their experience accumulates many unspoken information like we do when

we interact with others. Dealings with customers must not remain confined to the level of transactions but also extend to the humanisation of a brand. For example, it can be a good idea to recommend similar products to a customer who searched for something on a brand's eCommerce portal but terminated the journey after exploring a few products. This often happens when search filters are broad in eCommerce portals leading to the generation of hundreds and thousands of results. Humanisation requires thinking from the perspective of customers and responding with human-like gestures. Brand humanisation is a vital requirement

in luxury retail CX and fashion e-commerce CX as in both sectors personalisation is regarded as extremely necessary to foster brand association and loyalty.

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CX should not be treated as a separate mission with limited scope. CX should be embedded into work cultures and as a strategic component of all HRM activities starting from recruitment to PMS. For example, the inventory guy should know something about CX. That will make him realise the implications of what he does on customer experience. These things must be addressed in the stages of recruitment and training. Those who perform well on the parameters of CX should be rewarded via PMS. In supervising and reporting also, it is crucial to collect feedback from employees on their interactions with customers to make CX strategies more effective and efficient.

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As experienced [0000000 0000000 000000000000](#), YRC maintains that responsible brands are proactive when it comes to diligence and accountability beyond the confines of their business models. This covers being transparent with policies and practices (not the same as strategies), accessible and responsive to customers, and aligned with sustainable and environment-friendly standards.

Customer-conscious fashion brands do not remain stagnated with their value propositions. They try to bring new value additions from time to time towards making the brand experience more valuable and relevant to customers.

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No strategy is ever final and requires refinement from time to time. Things are no different when it comes to [00 00000000000 000 00000000 0000000 0000000](#). For improvement, fresh data and refined insights are required. For humans, these come from experience. Businesses have an additional advantage in the form of data. Customer feedback and data from user experience can be collected from various touchpoints in a customer journey. Examples include social listening and monitoring, ratings and reviews, surveys, web/app analytics, retail CRM for fashion business,

etc. For example, if customers highlight issues with the trial room or fitting room experience, it should immediately be looked into for necessary action.

For professional assistance in formulating a robust and curated fashion retail CX strategy, and Get Insights from BPX to Streamline your Business Processes:

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