



SALES SUCCESS

THE POWER OF CUSTOMER EXPERIENCE,
EMPLOYEE EXPERIENCE AND AUTOMATION

89% of consumers will leave a retailer due to a poor experience.¹ It takes 12 positive experiences to repair this.² Even if the shopper decides to give the retailer a second chance, they're likely to be gone for a while.

Retailers face a real need to transform their business over the next few years. Growing struggles of brick and mortar sales and increasing cost pressures led to almost 900 stores disappearing from Great Britain's town centres in 2016, the biggest decline since 2012.³

Competitive advantage and survivability in retail will depend on exceeding your customer expectations, through gathering the right insights, intelligently applying automation and maximising the potential of your employees.

THE THREE COMPONENTS OF SALES SUCCESS

Customer Experience, Employee Experience and Automation are three major factors for competitive advantage in retail. Our experience shows that although many organisations are focusing investment in some or all of these areas, they are doing so in a disjointed way. They must be planned and delivered as part of a coordinated effort and based on a comprehensive understanding of the customer journey. If executed correctly, retailers can expect happier consumers, more productive employees and lower costs.

SALES SUCCESS

CUSTOMER EXPERIENCE



EMPLOYEE EXPERIENCE



AUTOMATION



The opportunities that automation technologies provide for improved customer experience and cost efficiencies are huge. However, not all customers value automation in the same way.

Human contact is still needed at the right moments to keep customers who prefer to talk to a real person happy. It is essential for organisations to have a comprehensive understanding of their customer journeys and missions in order to identify automation opportunities, as well as an employee strategy to ensure human contact is maximised at key moments.



Brands investing in customer experience have seen an 11% increase in revenue over the past 12 months.⁴

Investment in happier and more satisfied employees leads to better service, loyal customers and brand advocates – the key to long-term profitability and growth. But it's those organisations that know their customers the best (who they are, what and where they buy) that can really start to leverage both employees and automation technologies to deliver even more convenience, inspiration and overall value for their customers.



All employees play a role in contributing to the customer experience, not just customer-facing employees, but roles right across the business.

An organisation that ensures their employees have the appropriate mindset, training and education, technology and working environment, will be able to focus on the most influential and valuable customer interactions.

Successful employees are:

- **Aligned** – understand and believe in their organisation's vision as well as their role within it
- **Ready** – educated, trained and ready to deliver for the customer
- **Adopting new behaviours** – to support new initiatives on a day-to-day basis.

THE CHALLENGE

1.

What are the expectations of your customers, their journeys, and missions?
Is business change working for, rather than against your customer's experience online and in-store?

2.

How do you identify and implement automation technologies to enable employees the time to focus on the steps where the customer gains the most value from their help?

3.

How does employee experience enhance customer experience?
Is your employee's purpose, environment and technology aligned to your customer journey?

OUR APPROACH

TO ACHIEVING AN INTEGRATED CUSTOMER EXPERIENCE,
EMPLOYEE EXPERIENCE AND AUTOMATION STRATEGY

We will provide a **coordinated and joined up transformation plan for delivering automation and employee experience enhancements**, leading to a better customer experience and improved competitive advantage.

STEP 1: FRAME



Gain definition and alignment on the core business challenges, objectives and milestones.

OUTPUTS:

- A clear statement of the core challenge to be tackled, shared by all key stakeholders
- A project roadmap to address this challenge, with key milestones and outputs

STEP 2: DISCOVER



We carry out a thorough exploratory review of your customer's journeys and missions, in order to understand how they shop, what they are shopping for, their expectations and the reality they experience.

In parallel we map out how your employees are currently aligned to support each of the above customer journeys. Obtaining an integrated view of both your customer and employee experience.

OUTPUTS:

- Insight into key steps of your customer's purchase journeys, crucial decision points, and where along these journeys you can make a difference
- A view of the employee experience along the full breadth of these journeys, highlighting improvements to drive better customer experience

STEP 3: CREATE



We create, evaluate and prioritise opportunities for change. Recommending cost-effective customer experience improvements.

OUTPUTS:

- A powerful set of opportunities to improve the customer experience
- A clear and agreed prioritisation approach
- Illustrative customer experience / employee experience propositions for development

STEP 4: MOBILISE



We design the customer centric transformation roadmap, taking into consideration existing in-flight initiatives, and outlining key recommended work packages that fuse customer, employee and automation.

OUTPUTS:

- A transformation roadmap to enact the recommended proposition(s)
- Plans for each key work-stream, detailing:
 - Technology change
 - Process change
 - Employee Readiness (alignment, learning, and adoption)
 - Dependencies
 - Business Case
 - Indicative costs

ABOUT US

Reply

Reply specialises in the design and implementation of solutions based on new communication channels and digital media. Through its network of specialist companies, Reply supports some of Europe's leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models, suited to the new paradigms of Big Data, Cloud Computing, Digital Media and the Internet of Things. Reply services include: Consulting, System Integration and Digital Services.

Retail Reply

Specialists in retail, digital and business consulting, we help our clients achieve their retail vision through use of customer-centric digital solutions. Our expertise covers two key areas: Retail Architecture and Automated Retail Design. Thanks to years of expertise working alongside UK retailers, large and small, Retail Reply is capable of best advising how to drive client's business forward with smart use of technology. Retail Reply's mission is to help retailers innovate and ensure that they see tangible value every step of the way.

Avvio Reply

We are The Employee Experience People. New strategies, product launches, big change and digital transformation all need one thing to succeed – committed people. We are a leading creative agency working with major brands across Technology, HR, Marketing and Internal Communications to create a seamless employee experience that leaves everyone feeling valued and ready to deliver for the customer. Our in-house skills base spans multiple disciplines from digital, design and editorial to insight and learning. Being part of the Reply group, we have access to and more importantly, know how and when to use the latest and most robust technology.

Our combined expertise

Our combined experience of retail technology and employee experience creates the right blend of capability to help our clients strategise, plan and act. Collective experience working with Europe's leading brands such as John Lewis, Costco, Sony, Sainsbury's, Selfridges, Monsoon, Primark and other major organisations.

GET IN TOUCH

Want to know more? Tell us your goals and we'll create an action plan to help your company achieve its short and long term goals.

Please contact **Jason Stanard on +44 (0)207 730 6000**
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SOURCES:

- 1 <https://www.qminder.com/impact-poor-customer-service/>
- 2 "Understanding Customers" by Ruby Newell-Legner
<https://www.helpscout.net/75-customer-service-facts-quotes-statistics/>
- 3 <http://www.independent.co.uk/news/business/news/high-street-shops-closing-consumers-swap-fashion-for-fitness-experiences-a7679041.html>
- 4 <https://www.sitecore.net/company/press-and-media/press-releases/2016/06/brands-investing-in-customer-experience-management>