

Empowered Store Brand Delivery

how customer service combined to omnichannel model can deliver a superior customer experience

1. Customer profiling & empathy

2. Product knowledge

3. Product dynamics

4. Brand communication

5. Local area dynamics

Deliver the full brand experience

The evolved way of connecting with your customer in store

Why it's more important than ever investing in the brand delivery?

- Traffic footfall is shrinking in most markets, -3% in the UK in 2018
 - retailers need to better convert visitors into customers, with higher price transaction, higher items per visit, higher number of visits
- Fierce competition among competitors
 - with reduced product differentiation and high pressure on prices it becomes more important to deliver superior retail experience and higher perceived product value
- Physical store shopping is becoming more local
 - increasing need to better serve local catchments mostly in smaller towns
 - customer service plays a critical role in increasing loyalty and frequency of visit
- Increasing competition from digital channels
 - with more than 18% of retail sales being placed on the internet in the UK, purchase in physical stores will be related to broader satisfaction elements as customer service, retail experience, empathy

➤ Vast majority of shopping journeys start online and are fulfilled at store level

What makes stores be preferred channel Best Practice store brand delivery model

- ✓ The experience: full interaction with all tangible and intangible expressions of the brand
- ✓ The personal interaction: individual treatment according to requirements, taste, style, loyalty card profile
- ✓ The expertise: valuable advices on current assortment, insights on product innovation
- ✓ The click and collect benefit: try on products, check additional items in store to finalize the purchase
- ✓ The saving: unique promotions available on a individual basis according to customer profile and individual conversation
- ✓ The customization: product tailoring to make product unique and perfectly fit to customer requirements
- ✓ The behind the scene: the secrets about assortment innovation, research, communication
- ✓ The events: store dynamics providing contents, engagement, promotions, innovative experiences
- ✓ The experiments: test the new retail concepts, the innovative customer service, the range extensions

The “Customer service handwriting” of your brand

1. Prepare yourself
2. Greeting
3. Building personal relationship
4. Customer profiling
5. Emotional Brand Storytelling
6. Product suggestion
7. Product knowledge
8. Emotional Product Storytelling
9. Product Presentation Ritual
10. Customer “switch” triggers
11. The Fitting Room
12. Increasing the spend
13. Making the sale
14. The omnichannel links
15. Losing the sale, making a friend
16. Payment
17. Continuing the relationship
18. Creating loyalty
19. Farewell
20. The Next Step

Deliver the Customer Experience “handwriting”

Outstanding customer service journey from “Greeting” to “Farewell”

Nurture your customers

- ✓ **Customer personas:** tailored approach to each visitor having identified profile, personal interests, shopping habits, expectation
 - “understand and respond to customer’s heart and mind”
- ✓ **Individual customers:** 1-2-1 approach to customers that have a track record of shopping, taste, lifestyle
 - “leverage CRM insights to develop fully personalized experience and product offering”



➤ The five pillars that deliver a dynamic, differentiated brand “signature”

Leverage all senses to deliver an exciting experience

- 1. Customer profiling & empathy**
 - identification of customer types to deliver the appropriate empathetic service strategy. Understand, observe, interact effectively
- 2. Product knowledge**
 - knowledge of product details, styling, manufacturing, quality details to deliver authority, build trust, add value to assortment
- 3. Product dynamics**
 - constant awareness and competence on latest omnichannel product initiatives to stimulate customer interest & frequency of purchase
- 4. Brand communication**
 - constant awareness and competence on latest brand omnichannel communication initiatives to keep customer engagement high
- 5. Local area dynamics**
 - constant awareness on local initiatives, events, relevant news to make the store part of local community

tone of voice, demeanour,
trustworthiness expertise

**omnichannel customer
touchpoints** coordination

immersive experience to
deliver the human touch

Deliver the brand's signature “customer service”

Empathic customer service, authoritative product knowledge

1. Customer profiling & empathy

- **Recognize customer personas**
 - demographic profiles
 - psychographic profiles
 - leverage observation
 - leverage discussion & engagement
- **Recognize individual loyal customers**
 - retrieve history
 - re-establish conversation
 - personal relationship, anticipation of needs, become a reference point
- **Staff “customer presentation”**
 - uniform, shoes, hair,
 - nail, jewellery
 - personal hygiene, make up
 - posture, hands
- **Activation of correct tailored service strategy**
 - the brand attitude
 - tone of voice, body language
 - service approach
 - Human-to-Human approach
 - product recommendation
 - emotional Product Storytelling
 - price focus
 - promotional awareness
 - brand communication
 - product presentation ritual
 - local “informal chat” or not
 - “fashion news” or not

2. Product knowledge

- **Deliver unparalleled product knowledge**
 - build authority of your brand through store personnel
 - add-value to your collections
- **Knowledge of collection structure**
 - assortment segmentation
 - range and price architectures
- **Style segments**
 - from classic to trend, from formal to casual
 - style “hero” product references
- **Product Presentation Ritual**
 - show and serve the product with the right service technique
- **Inspiration and manufacturing facts**
 - points of differentiation
 - origin, heritage, history and process
 - moods of the collection
- **Fabric and model facts**
 - performance, finishing, details
 - fit, length
 - enhancement & adornment
 - product detailing
 - quality
- **Emotional Product Storytelling**
 - connect product knowledge and collection Mood with Client Personas
 - convey the story in an emotional way

Deliver the brand's signature “customer service”

Dynamic product updates, engaging Brand Communication

3. Product Dynamics

- **Make the store staff more knowledgeable than visitors**
- **Ongoing updates to ensure the store team is constantly “living the product”**
 - new collections
 - capsules available on other stores
 - range extensions available online
 - product contents on social media
 - mood of the collection
 - emotional Product Storytelling
- **Stimulate customer interest & frequency,**
 - introduce appropriate product by seasonality
 - match appropriate product to calendar events
 - communicate new, limited edition and exclusivity
 - communicate omnichannel product initiatives
- **Leverage store digital devices to create excitement during the visit**
 - add contents to the sale process through tablets and other devices
 - exploit the omnichannel presence to enrich the product conversation
 - provide shopping alternatives integrating available collection with products in other channels

4. Brand Communication

- **excite and keep engaged the customer with latest brand expressions**
- **Deliver the wealth of brand communication during the customer experience in store**
 - immerse store personnel in your brand's values
 - train the staff into the “Emotional Brand Storytelling” to fully deliver brand values
 - define techniques for distributing brand knowledge to customers
 - define tools to keep stores dynamically linked to brand contents
- **Reference to marketing campaigns**
 - advertising and magazine coverage
 - independent editorial coverage & reviews
- **Reference to social media campaigns**
 - influences, bloggers and “vloggers”
 - introducing brand's “muses”
- **Wider brand's community**
 - show off testimonials wearing products
- **Wider brand communication, wellbeing & sustainability**
 - social & charities
 - recycling & sustainability
 - local store initiatives

Deliver the brand's signature “customer service”

Belonging to a community, being relevant for your stakeholders

5. Local Community Dynamics

- **Make the store fully embedded in local community**
- **Store part of a “community”**
 - ongoing commitment to be part of town and population
 - leverage local connections and initiatives
- **Provide stores with relevant subjects and material for conversation**
 - local events, fairs, people
 - links between community event and product
 - building brand loyalty at a local level
- **Make store personnel engaged and educated on store locations**
 - encourage interests in the community
 - reward physical interaction with the environment
 - highlight local events
- **Links to good cause initiatives**
 - reinvest in the local area
 - sponsor and “own” local spaces & places
 - guest social events and communicate results achieved



- ✓ **Maximize conversions and sales productivity of your retail team with no increase of store costs**

➤ Evolve cross functional organization, fine tune model, empower field team for optimized results

- **Organizational evolution – seamless integration of head office and retail**
 - Product to develop literature about omnichannel initiatives
 - Marketing to deliver constant updates about brand initiatives

- **Brand delivery model fine tuned in line to store network characteristics**
 - Adaptations of customer service for each store cluster
 - Links between customer service and assortment structure by grade

- **Implementation customized according to country/channel requirements**
 - Differentiated involvement of DOS and franchised stores
 - Model adaptation for wholesale channels

- **Empowerment of field team for effective model delivery**
 - District managers as local trainers and responsible for assessing priorities
 - Store staff responsible for addressing each visitor with the right approach

Typical project scope

four stages from assessment to activation

1. Assessment

- Evaluation of current practices
- Store visit to define current standards
- Interview with head office functions
- Comparison with best practices
- Guidelines on required evolution and priorities
- Board meetings for strategic sign-off
- Action plan

2. To-be model development

- Development of strategic pillars
- The Brand Delivery Model milestones:
 - Product knowledge
 - Omnichannel Brand contents
- Frequency and dynamics
- Organizational requirements
 - Head office
 - channels
 - Field
- Training tools and dynamics

3. Contents and tools

- Detailed development of contents
 - Base knowledge
 - Dynamic updates
- Detailed development of product, communication
- Dynamic location contents
- Development of channels of delivery
- Development of organizational skills by function

4. Activation

- Fully operational model
- Execution of selected training sessions
- Training the trainers
- Collaboration with e-learning contents development
- Setting the field monitoring operations
- Monitoring of results after few months
- Fine tuning

Brand Delivery

outstanding retail experience



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Ispira Ltd

Ispira is a European consulting practice specializing in retail providing vision, guidance and profitable delivery in multi-channel retailing, retail merchandising, store marketing, retail intelligence and retail makeovers.

Our team has gained experience from working with some of the world's most successful retailers in highly competitive markets.

Ispira has developed a unique experience in evolving the Brand Delivery for omnichannel retailers integrating customer service, product knowledge, brand communication, local community