

rapide thought leadership

The future of customer experience in retail



retail top tips

8 simple steps to offering a superior customer experience

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1 **make** communication convenient and relevant across the entire customer journey

Keeping your customers informed throughout their journey is one of the easiest ways to keep them satisfied, significantly impacting your revenue.

Take a multi-channel approach by communicating with your customers in the channel most convenient to them, whether that's SMS, voice or email. Remember to make your communications consistent across every business function whether that's in-store, online or your call centre.

Some examples include...

- Providing useful information to customers such as store locations and product information
- Sending out relevant and timely promotions & offers
- Keeping customers informed with confirmations of orders and reminders of when a delivery is due



Generated over £800,000 of new orders simply by sending out targeted marketing text messages to their customers

By 2013 worldwide revenue generated by SMS is forecast to break the \$150 billion mark for the first time and will continue to grow for the next two years

PORTIORESEARCH 

2 **bring** your online and offline worlds together

In a world where consumers often research products online and visit them in store before purchase it's important that their online and offline customer experience is consistent.

Ensure that you...

- Make the same product information readily available both in-store and online
- Let the customer purchase both in-store and online, actively encouraging both
- Realise that these channels work best when used together!

John Lewis By encouraging customers to purchase both online and in-store they increased their combined revenues by 3.5% and improved customer retention

85 percent of consumers use some form of digital media to assist shopping in-store while 25% of shopping conversations are posted online from consumers while in an actual store

ListenLogic



embrace your employees – a good customer experience starts with them

- Communicate your beliefs and vision with your employees
- Keep them up to date with new initiatives and promotions
- Ask employees how they feel and let them share their feedback – insight from your frontline can directly impact your bottom line
- Empower employees – encourage them to share ideas and help improve the customer's experience

Use their employee feedback to improve their operations and make strategic decisions to improve their business

Miss Selfridge

"It created a real buzz in-store and a sense of competition amongst the team. The support we received from Rapide was fantastic!"

Companies with engaged employees have 38% higher customer satisfaction, 22% higher productivity and up to 19% higher profits

GALLUP®

4 engage your customers at every interaction

- Use in-store mobile maps to help customers find what they're looking for
- Display QR codes and short-codes on products so that customers can find the information they need - whether that's product info, reviews or prices
- Let customers use their mobiles to search for product availability. If it isn't available in-store then allow them to purchase there and then on their mobiles

Harrods

Ensure they interact with every customer throughout the entire customer journey. By using multi-channel communication they have seen a 50% increase in offer uptake across all their sectors and have increased their revenues by millions of pounds

28% of consumers surveyed in June 2009 admitted they were willing to pay more for products and to shop at stores that offered greater convenience and speed of service



5 turn moments of truth into moments of opportunity – let customers have a voice and tell you how they feel

- **Let customers have their say in their own words** without using long tedious surveys
- **Ask every customer at every interaction** – A customer opinion changes throughout their journey with you so it's important to know how they feel at all times
- **Make it convenient** – Let customers leave feedback when they want to
- **Send them messages asking for feedback** but also create opportunities for them to tell you at their own convenience by making them aware of feedback channels using in-store displays

DOROTHY PERKINS

Give consumers the opportunity to have their say whether that's online or in-store, through SMS, email and web-forms

"It was great to see the staff so engaged and motivated... Rapide raised the bar for customer service."

70% of customer defection is down to poor customer experience however 96% of unhappy customers don't tell the company involved. Just a 5% reduction in defection could lead to an average 50% increase in profit



BAIN & COMPANY

act upon actionable insight

- Analyse customer comments to reveal actionable insight – a lot of customer comments can be hard to understand so being able to analyse them is vital. The insight you get will allow you to improve all aspects of your business and drive revenue.
- Respond to customers – Just asking for feedback isn't enough anymore. Customers want to know they have been heard. Send every customer a thank you message and ensure every customer who has an issue is responded to appropriately.

Clarks

Use the feedback they receive from customers to motivate staff, make improvements to the layouts of their stores and respond directly to customers in real-time

Repurchase probability changes from 32% to 89% when a problem is acknowledged and resolved

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mobilise your advocates through mobile and social

- Target happy customers with relevant offers and don't be afraid to let them go viral
- Make potential customers aware of your good service by letting existing customers share their positive comments via their social media communities



Every customer who logs-in to Starbucks' Wi-fi has the opportunity to have their say using Rapide's customer feedback platform Rant & Rave. As well as this we are working with Starbucks to help them make the most of their happy customers by targeting them with relevant offers and enabling customers to spread their positive experiences through Twitter and Facebook.

Advocates spend 3 x more than satisfied customers and on average 50% of all purchases come through word of mouth

McKinsey & Company

BAIN & COMPANY



do it all in real-time!

- Whether you're sending messages, capturing feedback or responding to customers it's imperative that you do it in real-time.

Use the power of real-time communication to engage their staff and customers.

The **co-operative**

"Rapide are quick, efficient and professional. Using Rapide instead of BT has saved us thousands of pounds every year."

Feedback received at the point of service delivery is 40% more accurate than that which is collected 24 hours later

Gartner

Rapide working in retail

In the fast paced world of retail we know that the customer comes first, and offering excellent service is what makes the difference between an advocate and an unhappy shopper. For over 12 years retail giants such as Harrods, John Lewis and M&S have been relying on our solutions to interact with their customers at key moments of truth.



benefits of using Rapide

- We have worked with **1/2 the FTSE 350** since 2000
- We manage and measure more than **60 million interactions** per year
- We help our clients **increase their revenue by millions £**
- Our customer feedback solution achieves up to **90% response rates**
- We have won **numerous awards** for our technology and our clients



about Rapide

We are the Moments of Truth company. We turn moments of truth in to moments of opportunity. Our award-winning, multi-channel technology platform Rant & Rave provides real-time customer communications and feedback solutions to half the FTSE 350.

Lots of vendors claim to offer Customer Experience Management solutions but we take a different approach. We know that real-time is the only time to effectively engage customers, gather feedback and actually do something about it.

Because real life happens in real-time our Communications Suite lets our clients handle business-critical (and mission-critical) messaging whenever they want to, through the channel that best suits their customers, whether that's text, voice or email. The Feedback Suite gives their customers the opportunity to share their views at the exact moment they're thinking them. Intelligent text analytics understands every word and provides actionable insight, empowering employees and turning customers in to brand champions.

