

Getting the customer experience right has become the differentiator for many successful retailers. But, in a market constantly disrupted by innovation, new players, changing customer demographics and preferences, where do you **reinvent to not just survive, but thrive?**

Delivering against customer experience expectations is increasingly complex. With customers being more informed, connected and demanding, they expect to shop in different ways that are all highly relevant, convenient and personalised to their needs.

Retaining (and gaining) customers requires focus and deliberate strategic choices. It is complicated, but let's explore your customer experience journey to see how you can differentiate... and change your customer relationship status.

## AWARENESS

DOING

### GETTING TO KNOW YOU

Customers form opinions based on passive, conscious and subconscious absorption of your brand... before they even realise.

THINKING /FEELING



Potentially agnostic and not searching at this stage.

#### WHY CUSTOMER EXPERIENCE?

Combining highly differentiated products and experience =

**14.5%** p.a. EBITDA growth

**10.7%** p.a. Revenue growth<sup>1</sup>

The fastest growing influence on purchasing decisions is social media advertising, this year rising to

**36%**<sup>2</sup>

## DISCOVER

- Engaging with marketing
- Browsing to learn more.

Hearing positive and negative commentary, recommendations from friends and peers.<sup>3</sup>

DOING/THINKING

#### FEELING

- Curious
- Attracted
- Interested
- Intrigued

#### HOW TO WIN

- + Differentiated brand position
- + Clear purpose statement
- + Understanding who your customers are and what motivates them to purchase
- + Current customers acting as your social advocates.

#### PAIN POINTS

- Marketing channel strategy excludes target market
- Negative experiences from previous purchasers in customer's peer/friend advocate circle.

#### STORY

*Reinventing retail*

Every four to eight weeks STORY completely reinvents, from design to merchandise?

#### HOW TO WIN

- + Omnipresent across customer channels
- + Reaching customers at moments of influence
- + Consistent integrated brand message.

#### PAIN POINTS

- Digital channel management
- Role and skills of retail workplace talent.

#### FEELING

- Open to influence
- Willing to experiment with something new/different
- Questioning: Is this of value? How does this compare? Will this improve my life?

Visiting stores for brand experience/sampling products.

THINKING

Evaluating reviews, word of mouth and 'pulling' information on product/brand.<sup>4</sup>

DOING

Researching and comparing online/instore.

CONSIDER

## PURCHASE

DOING

- Experiencing online or instore platforms
- Interacting with payment solution and/or staff.

#### MAKING FINAL DECISION

#### FEELING

Nervous about spend.

Excited about new purchase and ready to 'show it off' either in person or socially.

#### HOW TO WIN

- + Convenient and hassle-free point of purchase from payment platforms to delivery/collection options
- + Experience that matches your brand identity and promise
- + Help them remember you (even if they don't buy)
- + Balance competitive price/value equation.

#### PAIN POINTS

- Conversion across physical and digital environments including footfall and basket size
- Complex multi-step purchase experience (in store or online)
- Prohibitive physical and web store design.

#### EVERLANE

*Radical transparency*

Disclosing production costs and product mark-up are hallmarks of Everlane's market differentiation strategy.<sup>5</sup>

**42%**

of customers need more than points from a loyalty program to make them want to shop with a brand.<sup>5</sup>

#### PAIN POINTS

- Costly and complex returns procedures
- Highly automated follow-up: personalised ≠ personal
- Complex resolution channels for product and experience issues.

#### HOW TO WIN

- + Shift from transaction to relationship building experience to capitalise on post-purchase euphoria
- + Integrate marketing channels and touchpoints across the experience
- + Incentivise customers to advocate your brand via social reviews.

#### HOW DO I FEEL?

DOING

- Testing out new purchase
- Sharing satisfaction level socially
- Seeking support if needed.

POST PURCHASE

## EXTEND

**PROMOTING** your brand and products.

DOING

- Influencing others to buy your products
- Seeking next experience with your product(s) and brand.

THINKING/FEELING

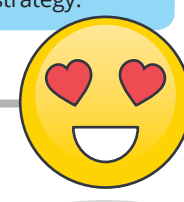
- Connected to your product(s)/brand
- Strong brand affiliation
- Actively promoting to others in social circle.

#### PAIN POINTS

- Digital channel management damaging brand value
- Brand experience inconsistent with brand promise
- Conflicting rewards for new and existing loyal customers.

#### #HOWTOWIN

- + Incentivise and encourage your customer community to continue as advocates
- + Use your tribe of supporters to broaden your brand impact and continue to better understand your ultimate customer
- + Continue to invest in your successful integrated market/channel strategy.



1. Deloitte Retail Volatility Index 2016  
 2. Deloitte Media Consumer Survey 2017  
 3. thisisstory.com  
 4. www.everlane.com  
 5. The Deloitte Consumer Review – Customer loyalty: A relationship, not just a scheme, July 2017

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