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- Bringing Excellence into Retail

Customer Experience in Retail 2024

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88%

Of Customers say that the Customer Experience a company provides is as important as its products , prices or services.

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Agenda



1. Introductions
2. Objectives
3. Measurement
4. The Experience Economy
5. Omnichannel Retailing: Seamless Experiences Across Physical and Digital Spaces
6. Sustainability and Ethical Retail: The Impact on Customer Loyalty
7. Skills of the Future in Retail
8. Communication – World Class Basics
9. 6 Pillars of Customer Experience
10. Summary

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Meet the speaker

Charlie Boyle

Facilitator

Retail Ireland Skillsnet – Skills4Retail

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Objectives

To leave todays short course with several key takeaways and bring them immediately back to the workplace so as to add value to the Customer Experience with your company.

To increase your curiosity in lifelong learning within Retail with many of the skills transferable to other sectors.

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Measure

Measurement of Ireland

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Measure

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Measure

Measurement of your Business

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Topic

The Experience Economy

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EXPERIENCE ECONOMY





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Topic

Omnichannel Retailing Experiences across Physical and Digital Spaces

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Work Package 6

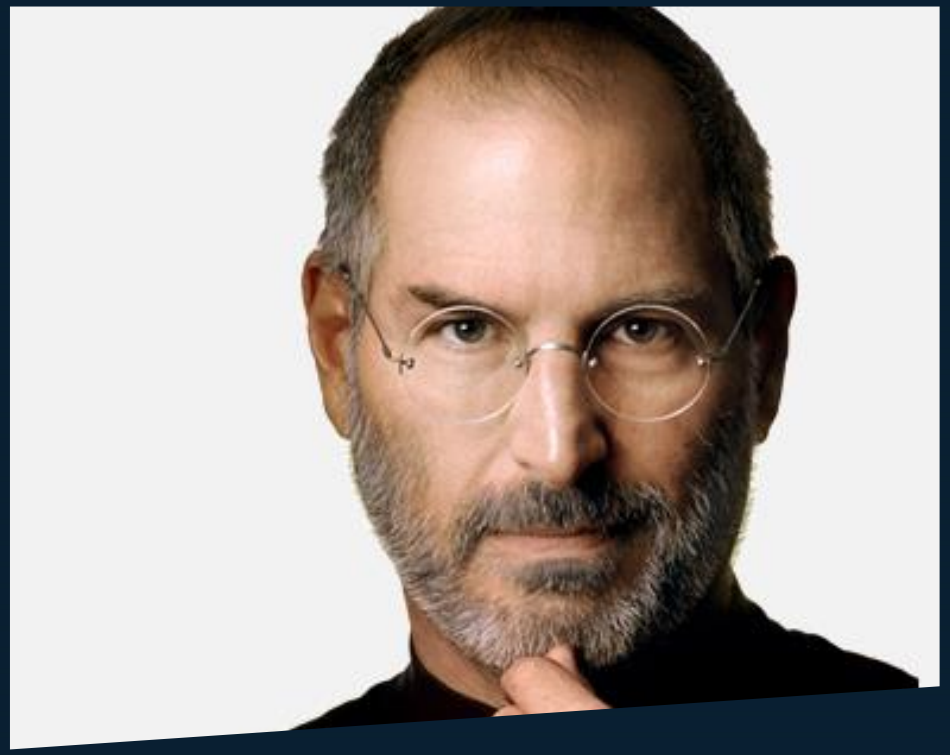
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“You’ve got to start with the Customer Experience and work back towards the Technology…not the other way around”



Steve Jobs

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“Technology should always be the enhancement of the Human Touch but not the replacement of it”

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Retail Skills of the Future

Product Knowledge

Digital Skills

Human Skills

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Human Skills 2024

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Interpersonal and Communication Skills

- Connecting through Storytelling
- Cross-Cultural Understanding
- Diversity, Equality, Belonging and Inclusion
- Community Building and Social Impact
- Effective Communication
- Emotional Intelligence
- Having Difficult Conversations
- Teamwork and Collaboration
- Compassion
- Empathy

Leadership and Self-Management Skills

- Accountability
- Empowerment
- Resilience
- Self-Motivation and Discipline
- Stress Management
- Time Management
- Vision and Values Creation
- Wellness in the Workplace
- Work-Life Balance

Specialised Knowledge

- Digital Integrity
- Ethical Judgment and Integrity
- Sustainability Awareness

Innovation and Creativity

- Adaptability
- Creative Problem Solving
- Decision Making
- Design Thinking
- Entrepreneurial Mindset
- Growth Mindset
- Innovation in Business Models

Communication

Verbal

Vocal

Non-Verbal

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Communication

Verbal

Vocal

Non-Verbal

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Key Metrics: The Six Pillars



Personalisation

Using individualised attention to drive an emotional connection



Integrity

Being trustworthy and engendering trust



Expectations

Managing, meeting and exceeding customer expectations



Resolution

Turning a poor experience into a great one



Time and Effort

Minimising customer effort and creating frictionless processes



Empathy

Achieving an understanding of the customer's circumstances to drive deep rapport

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Employee Experience

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Employee Experience

Employers should consider the following:

- Prioritise Employee Wellbeing – gym membership, workshops on mental health, counselling.
- Review your benefits package – replace benefits not working – ask team.
- Offer autonomy and flexibility – customised work hours.
- Nurture interpersonal relationships – help them bond.
- Recognise effort.
- Invest in development

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Employer Brand

- Many retailers do not realise that they have at least two brands - their business or **Corporate** Brand and their **Employer** Brand.
- One of the best ways to **attract employees** is to build this reputation and use it to showcase what sets you apart as a place of employment.

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Employer Brand

- The **labour market remains** tight, and talent is expected to retain the upper hand over the next five years.
- To stay competitive, employers will have to reexamine their employer branding and make sure it **aligns** with what candidates are looking for.
- The top priority for candidates in 2025 is **corporate culture, competitive compensation and benefits**, followed by **work-life balance/ flexibility.**

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Employer Brand

- The key to building your employer brand is providing the public with **information about your organisation** as a place of work.
- Organisations are increasingly going to have to invest similar energy and effort into promoting their **brand to employees** as they do for consumers…..
- What can your organisation do to improve the employer brand?

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Thank you for your time

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