

THE SUPPLEMENT

THURSDAY 30 JUNE 2016

Customer Engagement - And the Seven Dwarfs

Those of you who attended the Carnival Conference may remember our Retail Directors, Paul Toms and David Bawden, reminding us of the importance of Customer Engagement and exploiting the power of a Welcome and a Recommend. We learned that the more engaged a customer is, the bigger their basket. Not only that, but we want to turn our customers into fans. Fans share their positive experiences with others.

However, unhappy customers share their experiences too. Here are some recent comments which reminded us of the Disney classic, Snow White and the Seven Dwarfs. How would you turn these customers into fans?



The customer on the right thought the Store Manager was 'Grumpy' and felt unwelcome. Would a smile have made the difference?

"Mr Grumpy running the shop. Maybe he was tired after a long day but I really don't like grouchy shop staff."

"All staff are good in this shop. I am a regular customer. But today I saw a different lady. I was in pain but she didn't care about that."

"The cashier was so off-hand she could have been considered rude."

Don't be 'Dopey'! Being rude won't win us any fans!



Customers often come in with health problems. The customer above didn't get a good 'bedside manner' from the associate who helped her. Could you be like a 'Doc'?

"I always feel the staff are unapproachable - and when I have approached them (as they never seek me out) I feel I am interrupting them."



"The girl wasn't really that bothered."

It takes energy and enthusiasm to engage with customers. This customer felt this associate was a bit like 'Sleepy.'



The customer above feels 'Bashful' approaching staff. The Welcome and Approach are two of the Seven Pillars of Customer Engagement. All customers should really be approached.

"She was not really happy, or helpful. I think she wanted to be somewhere else."



The customer above right felt that this associate wasn't very happy, which made them feel unhappy. How would you make your customers 'Happy'?

And finally ... what would you 'Recommend' for 'Sneezy'?

REWARDS FOR LIFE PERFORMANCE UPDATE

Wise Badger Takeover



Did you know?

We have 1.9 million Wise Badgers!

They primarily shop in our VHMS category

They are the least price sensitive – meaning they are happy to spend a little more for top-of-the-range products, but like every customer, they still enjoy a bargain – so show them top quality products when they're on offer!

We have more Badgers towards the South, East, South West and East Anglia

Badgers have the highest customer value of £72.43!

RFL Hints and Tips



This week we have 3 top tips which were sent in by Edward Batch, an associate in our Nuneaton store. Thank you Edward! Don't forget, if you have anything to add to this or have a completely different idea to help improve customer loyalty, just drop an email to katielansdowne@hollandandbarrett.com and we'll make sure to feature you next week!

Tip 1: Sell the Card on the Shop Floor

By selling the card on the shop floor as part of the sales process (and not just at the till), you get a better acceptance rate and it makes the till process so much quicker.

Tip 2: Inform the customer they don't need the (physical) card!

Sell the idea that they don't have to have the card with them, as lots of customers are put off simply because of the volume of cards they carry in their purse! Tell the customer "if you don't like to carry a card then don't worry, tell us your email address or postcode when you come in and we can make sure you collect the points - no card needed."

Tip 3: Steer away from the word 'card'...focus on 'member'

Avoid the word 'card' and instead say 'loyalty member'. That way it sounds a little more unique and less intimidating, and makes them feel part of Holland and Barrett in more ways than just as a customer.