

ADVANCED RETAIL STRATEGY: RETAIL COMMUNICATIONS



Christie Nordhielm, PhD
Georgetown University

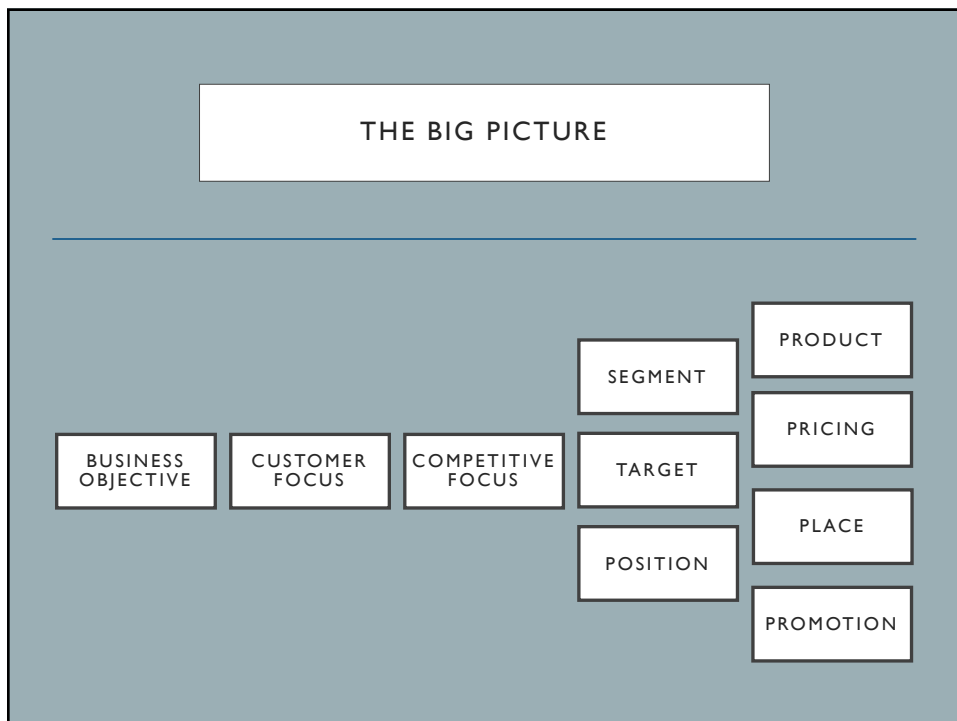


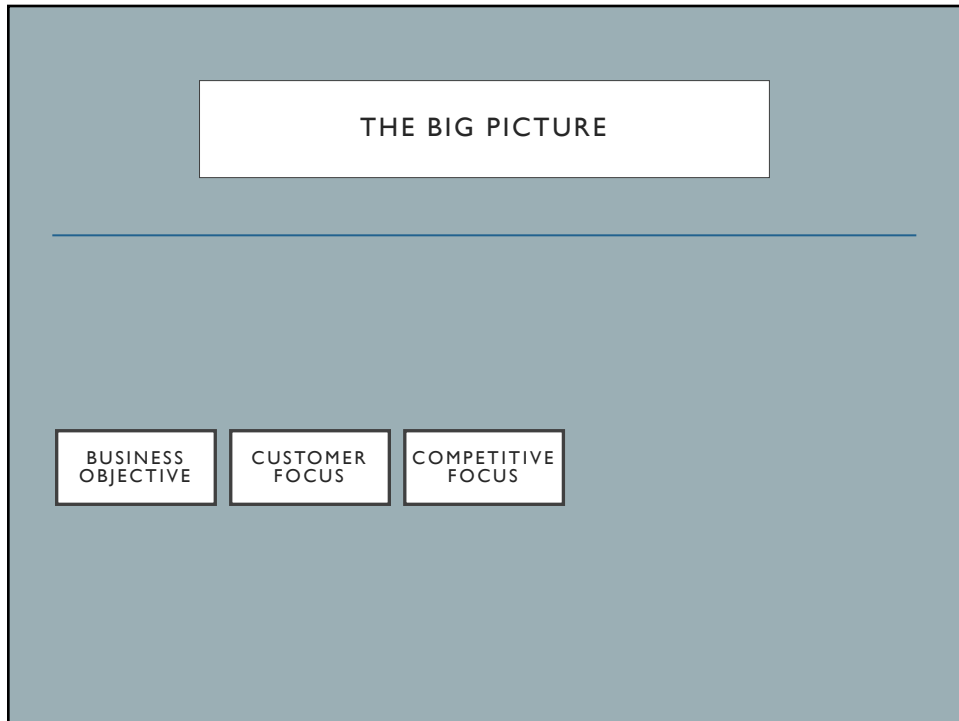
5 PRINCIPLES (+1)

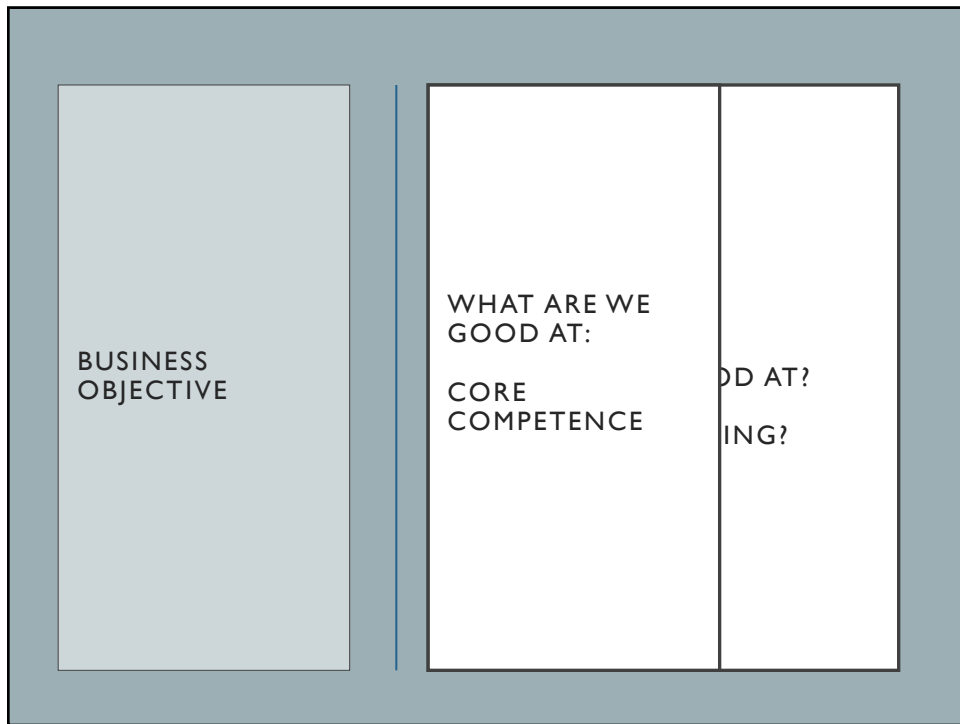
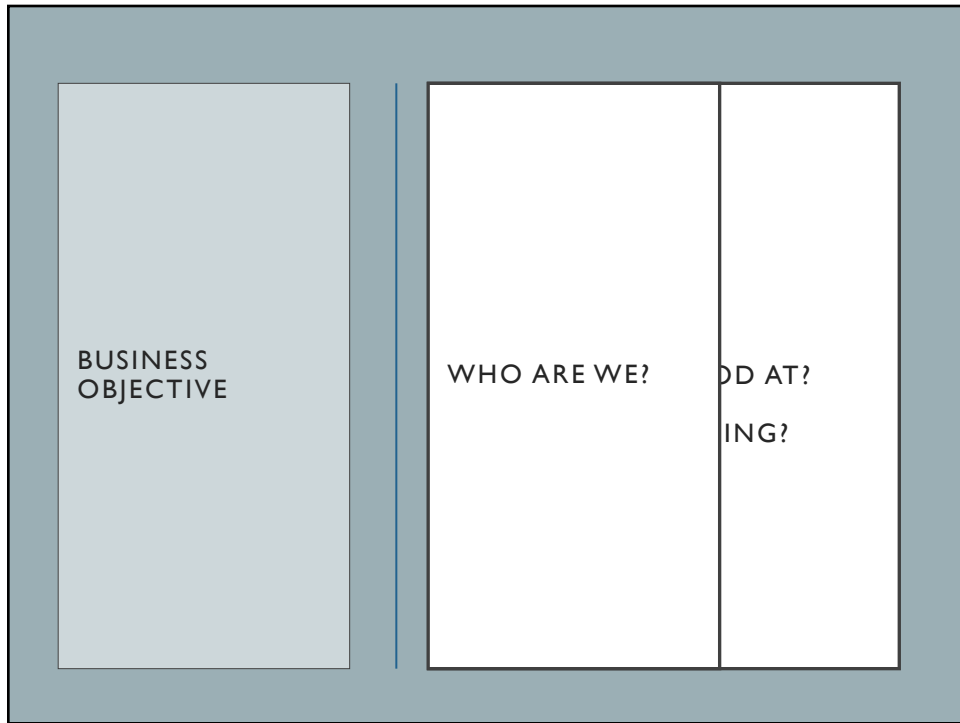
- UNDERSTAND CUSTOMER NEEDS
- DRAW INSPIRATION FROM OTHER INDUSTRIES
- LOOK TO THE FUTURE
- EMPOWER TEAMS
- USE AGILE TECHNOLOGIES
- (+1) UNDERSTAND CORE SKILLS

5 PRINCIPLES (+1)


- (+1) UNDERSTAND CORE SKILLS









WHAT ARE WE GOOD AT:
CORE COMPETENCE





- A skill that results in a sustainable competitive advantage
- requires substantial resource commitment
- generates strategic assets that can be leveraged to produce benefits

CORE COMPETENCIES



HUMAN



CORE COMPETENCIES

McKinsey Global Institute

iPhone Support Communities

Start a discussion

CO-PRODUCTION/PERFORMANCE

NIKE BY YOU

INDIANA Ψ

THE INDIVIDUALIZED MAJOR PROGRAM

DEWALT

"Our insight community is integral to us delivering new programs and projects, and growing the business. The speed of insight is one of the best things about using Vision Critical."
—Sharon Chenoweth
Market Research Manager, DEWALT

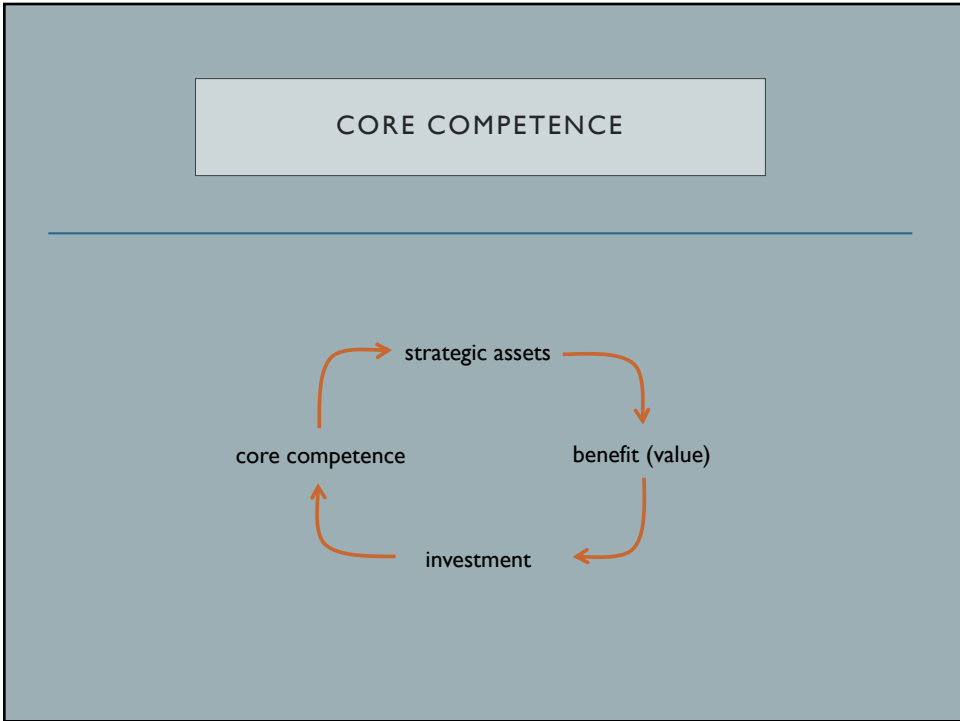
CORE COMPETENCIES

amazon

TECH & LOGISTICS

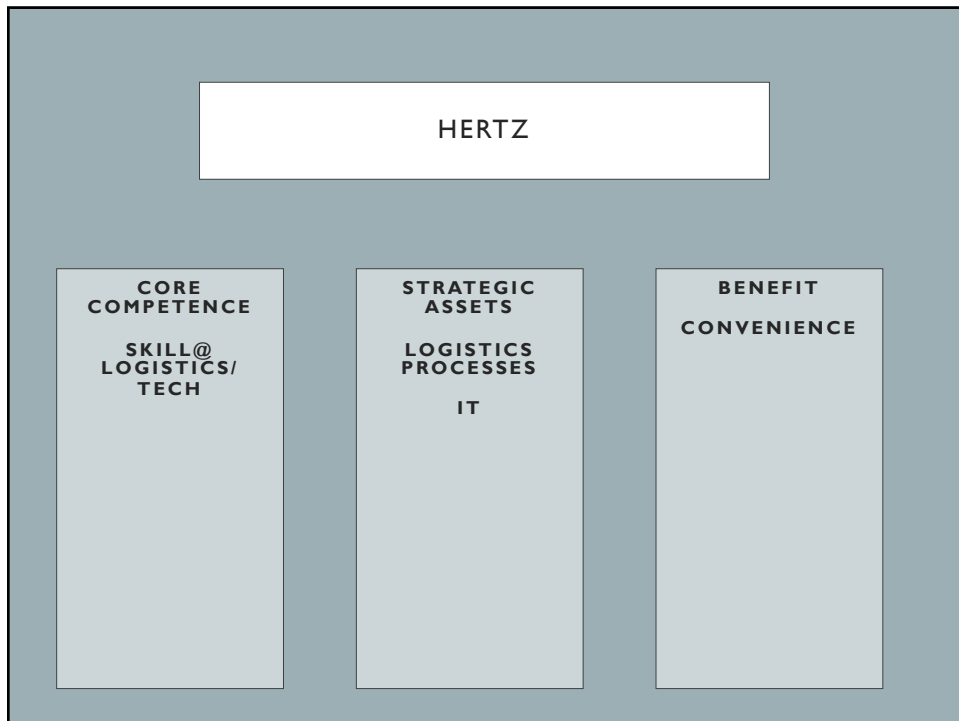
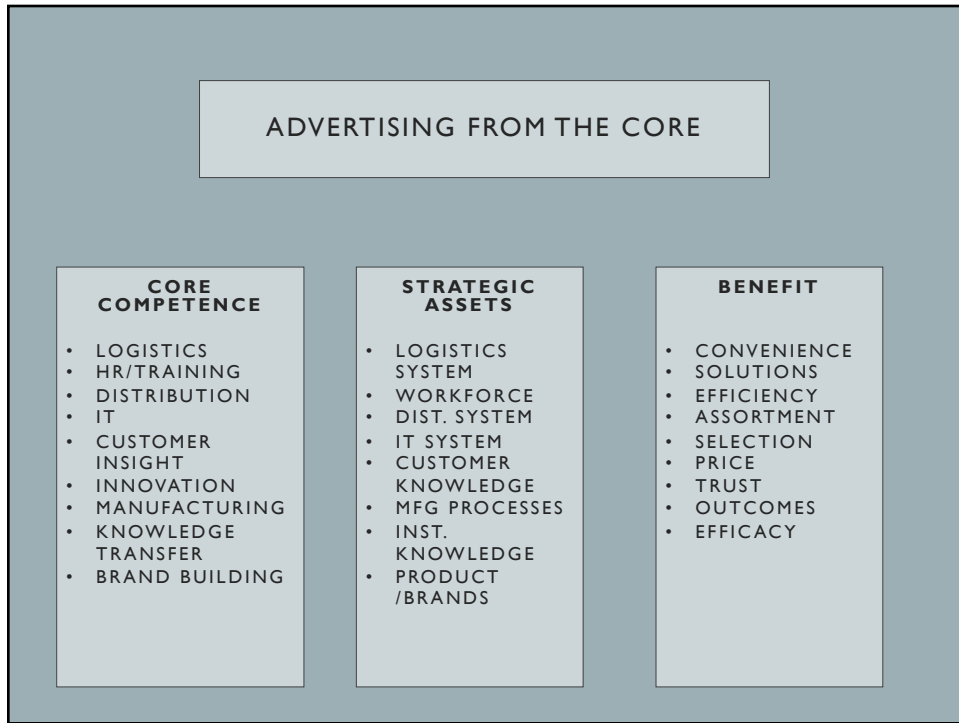
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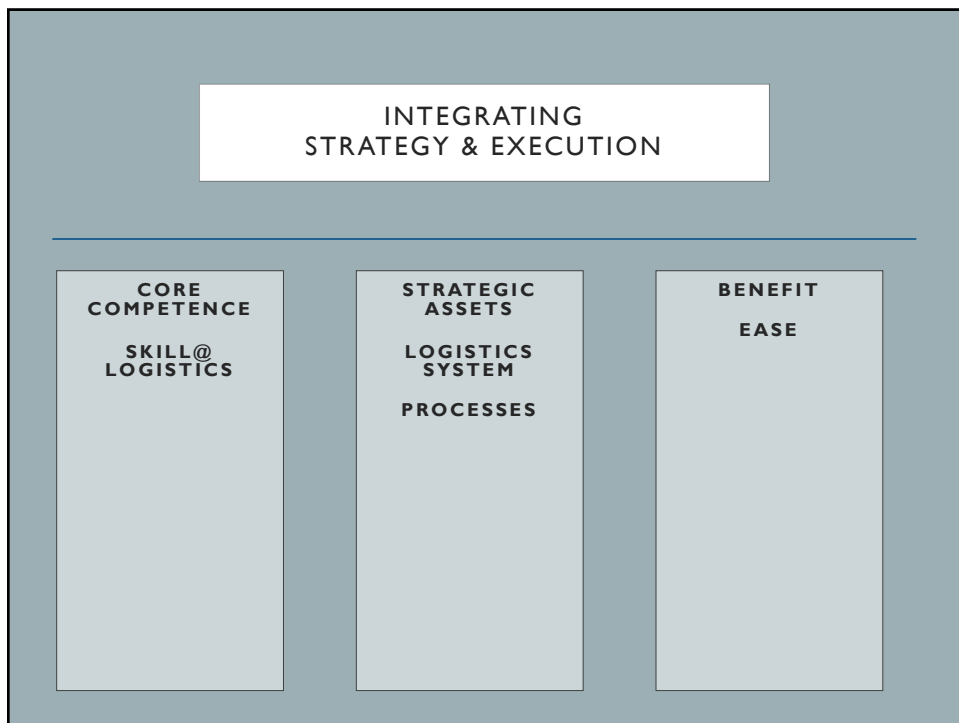
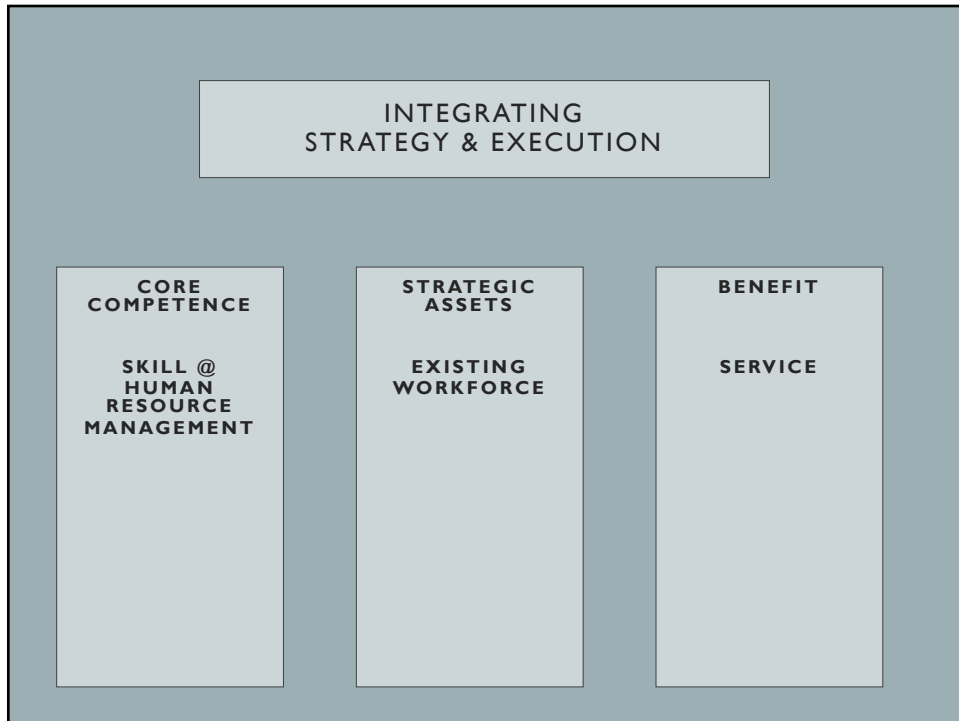
Apple Pay

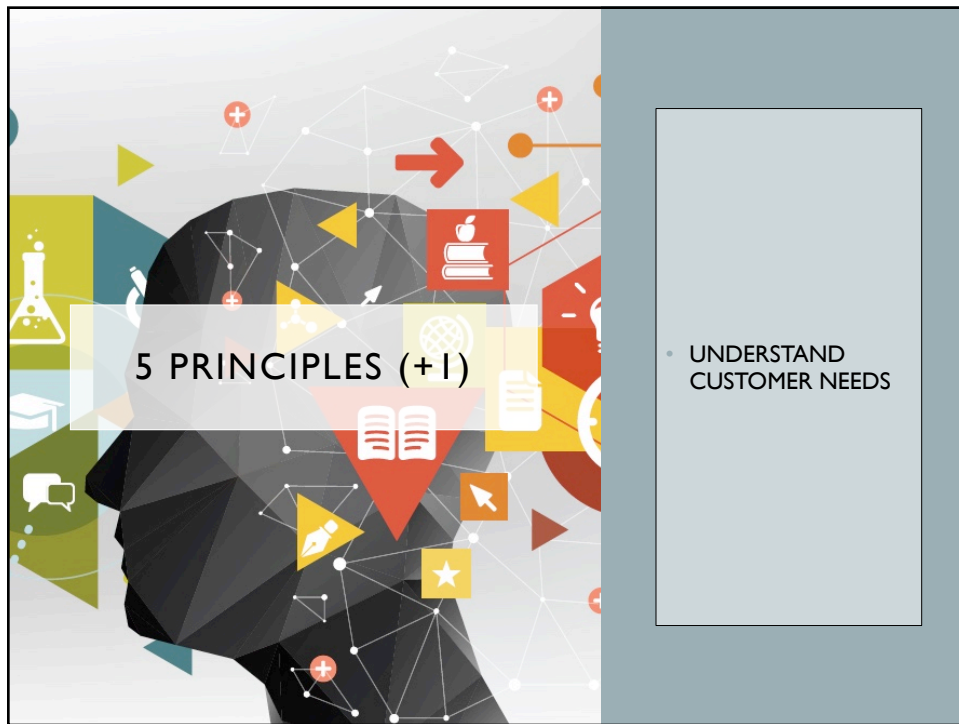
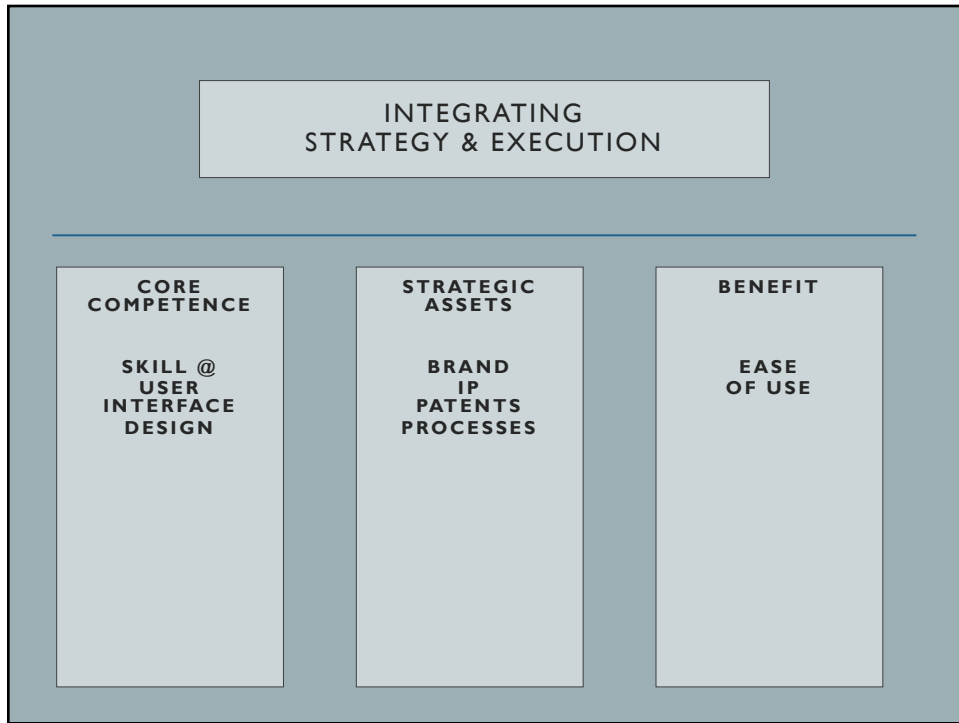


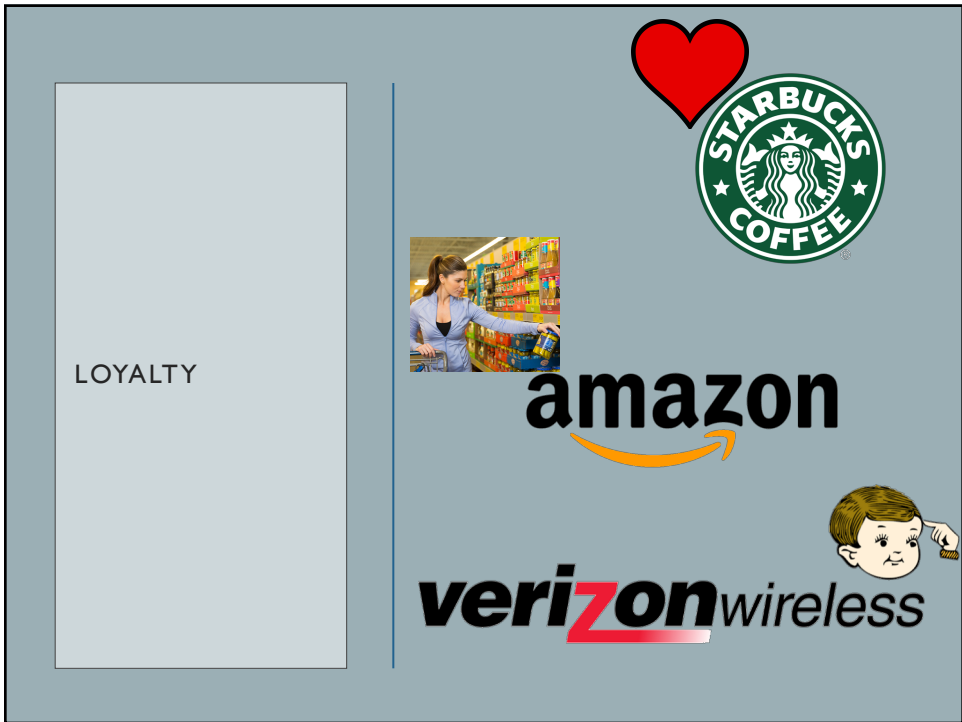
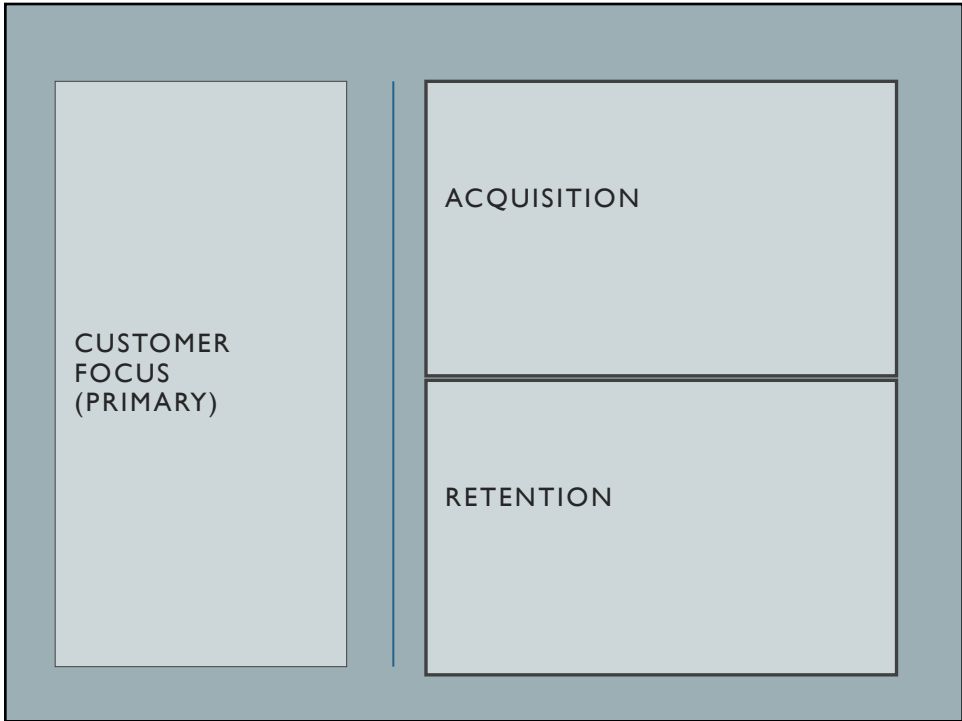
TOOLS TO THEORIES...

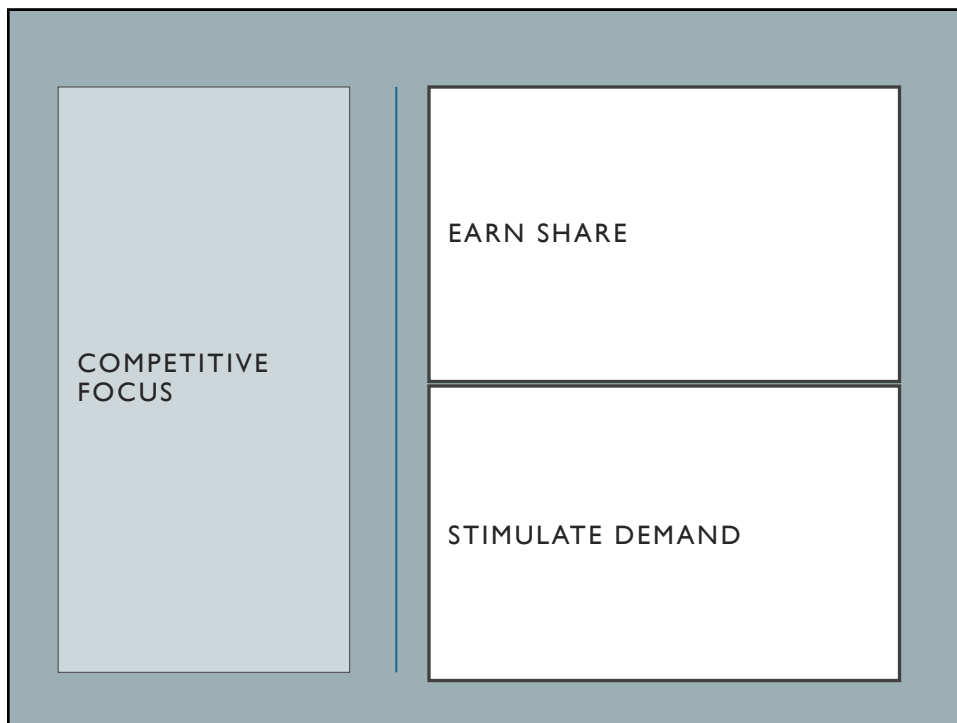
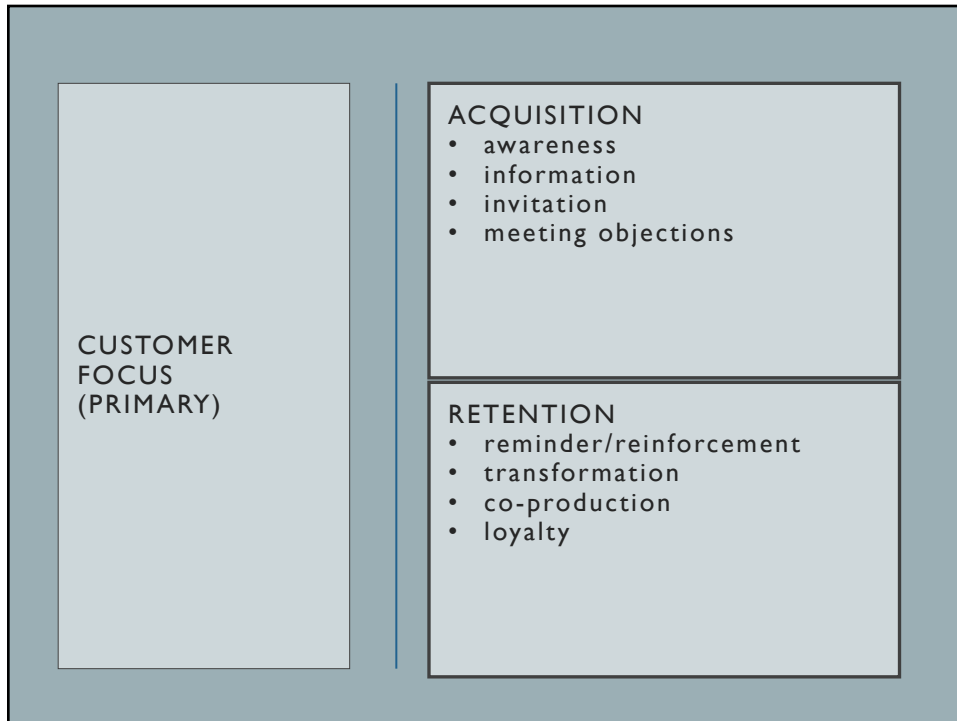
A black and white portrait of Bernard Baruch is shown on the left. To its right, the text reads: "If all you have is a hammer, everything looks like a nail." Below the quote is the attribution "— Bernard Baruch —". At the bottom right of the image area, the text "AZ QUOTES" is visible.

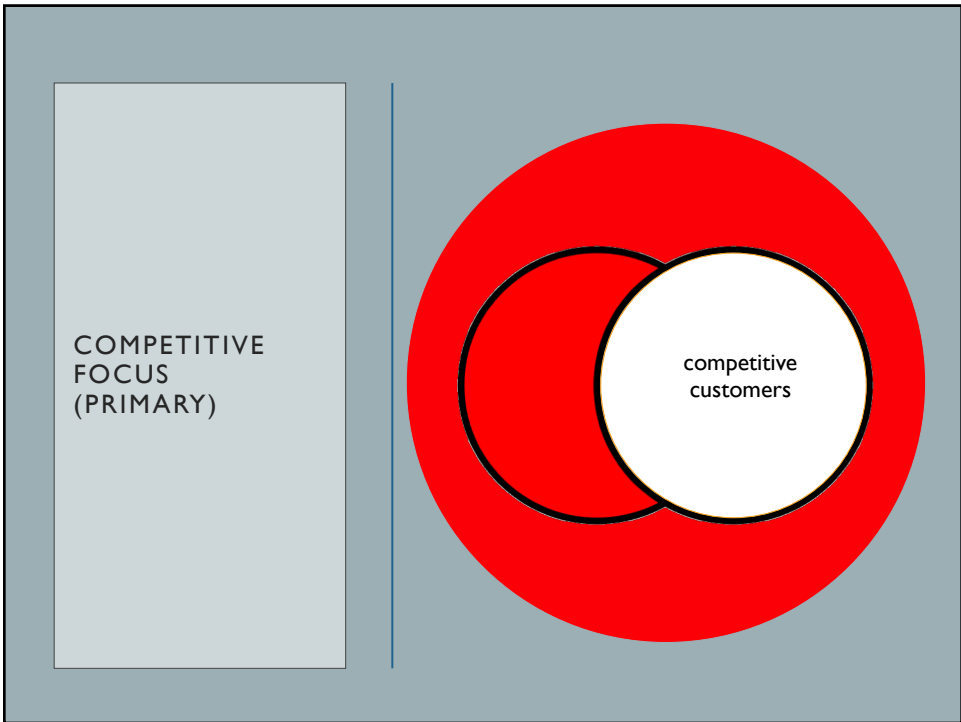
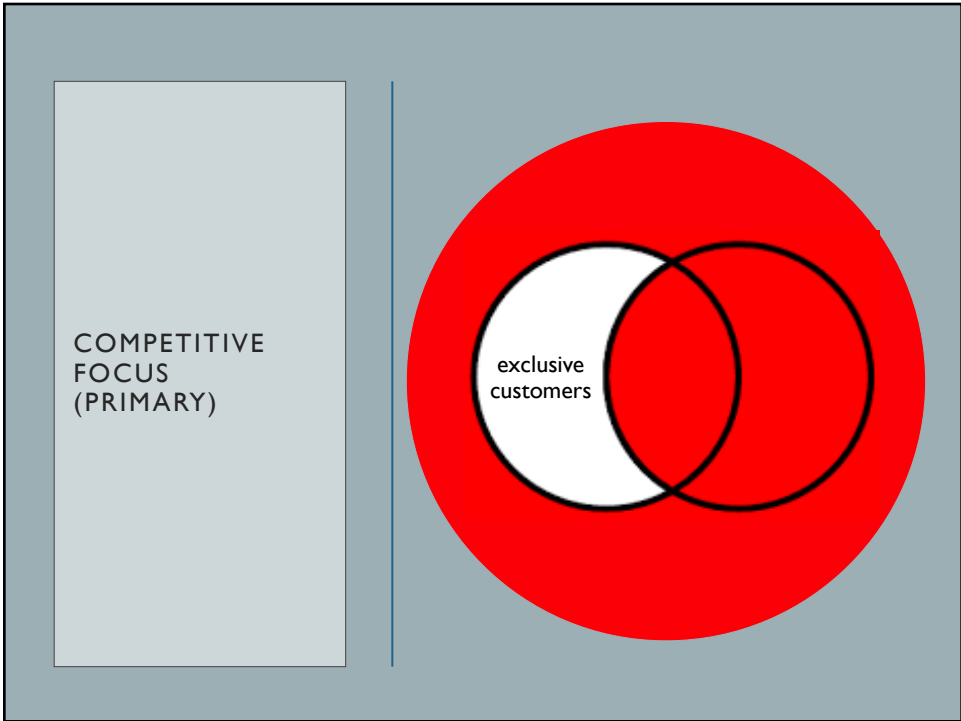


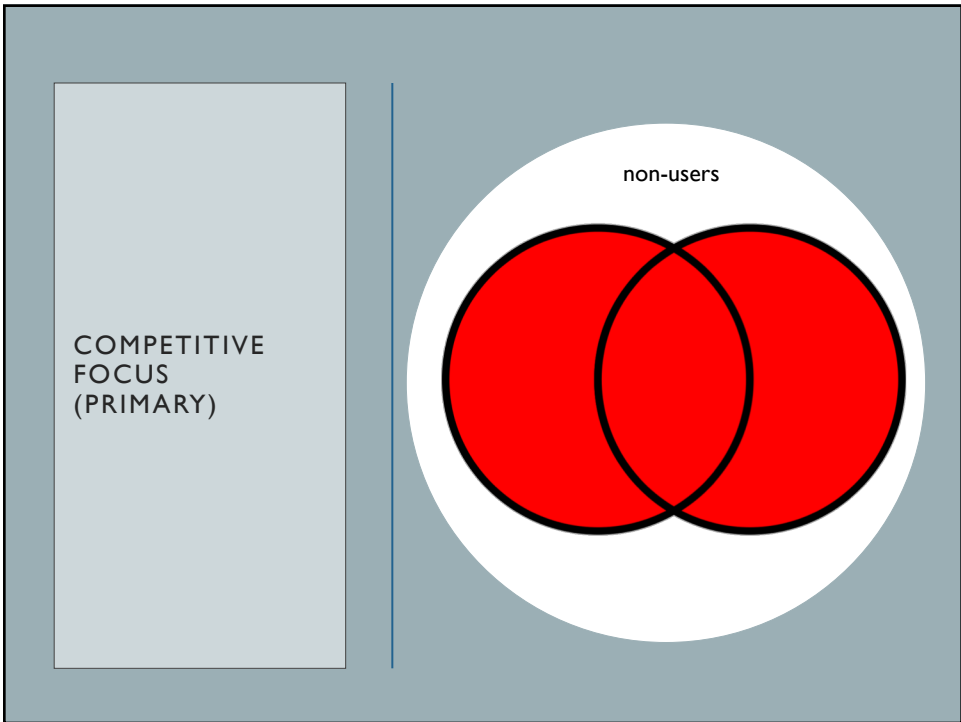
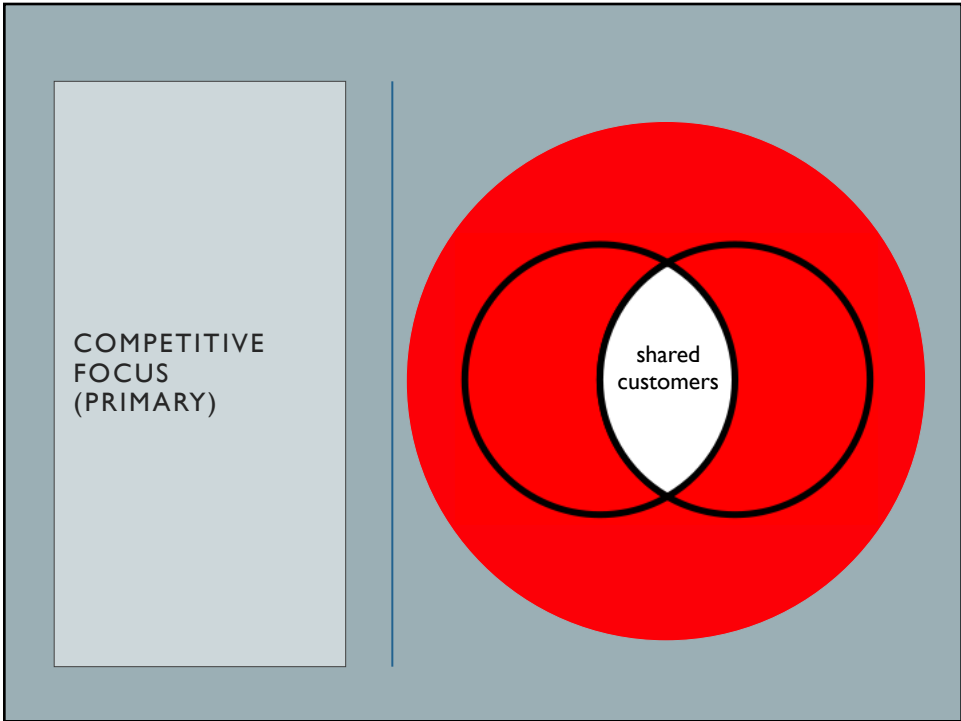


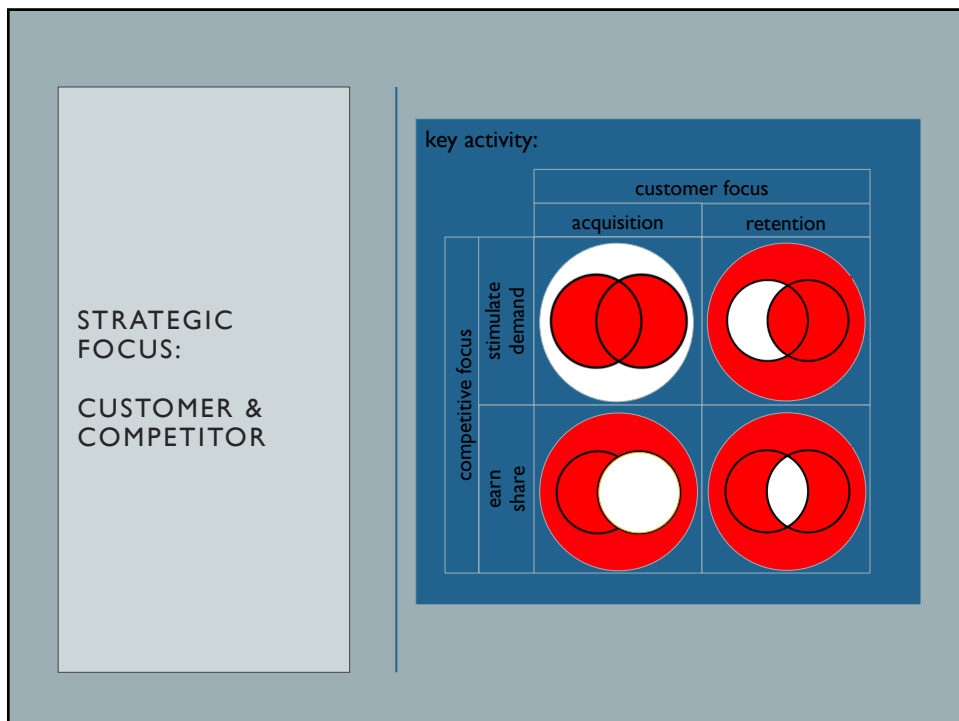
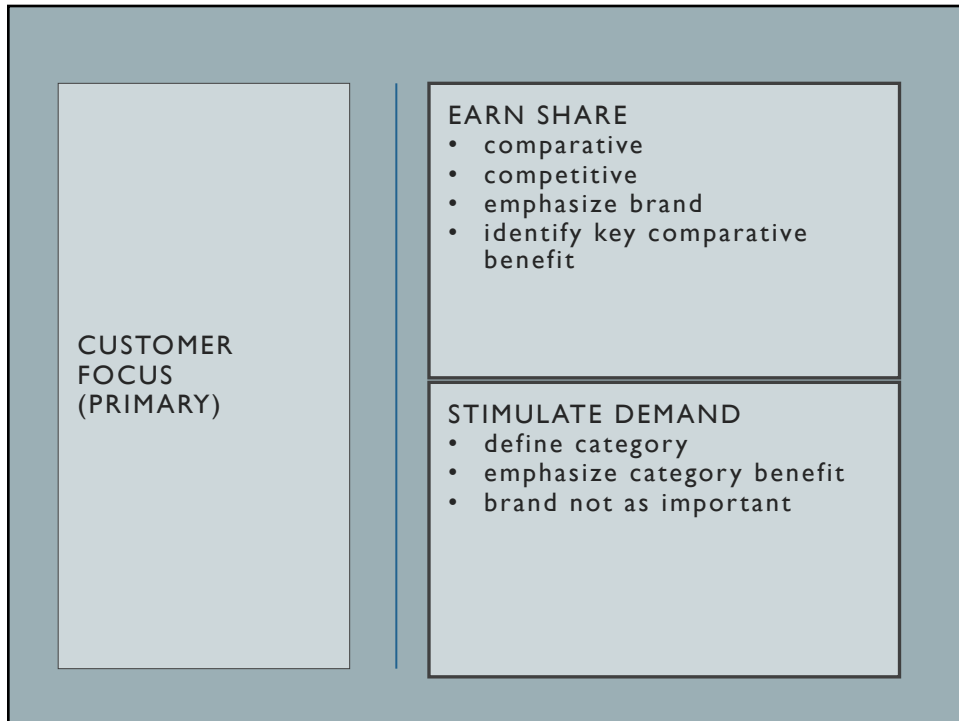


















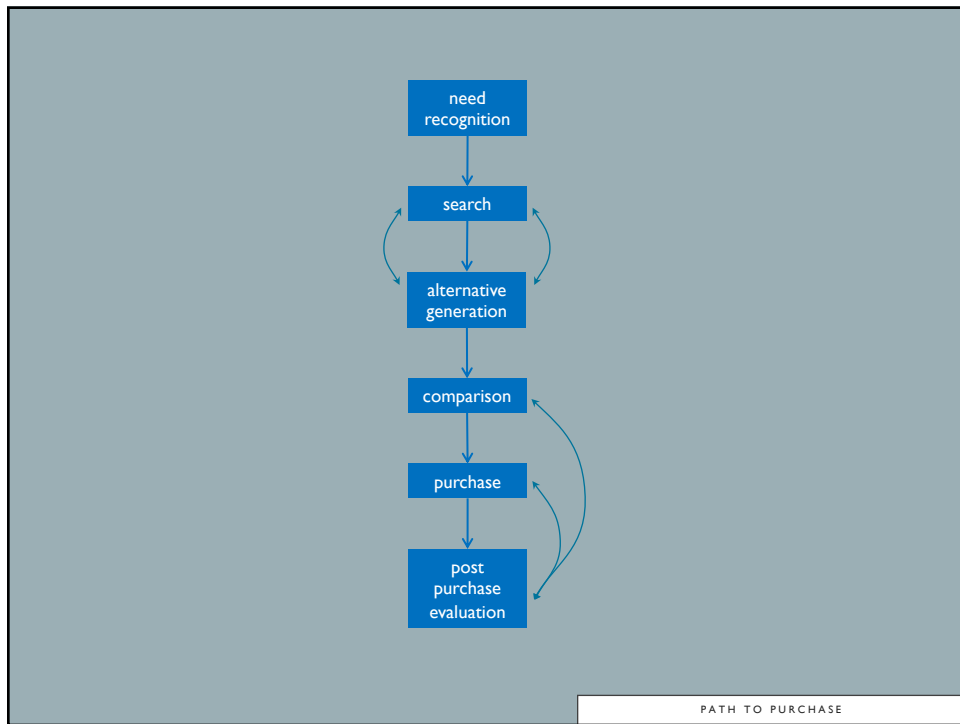
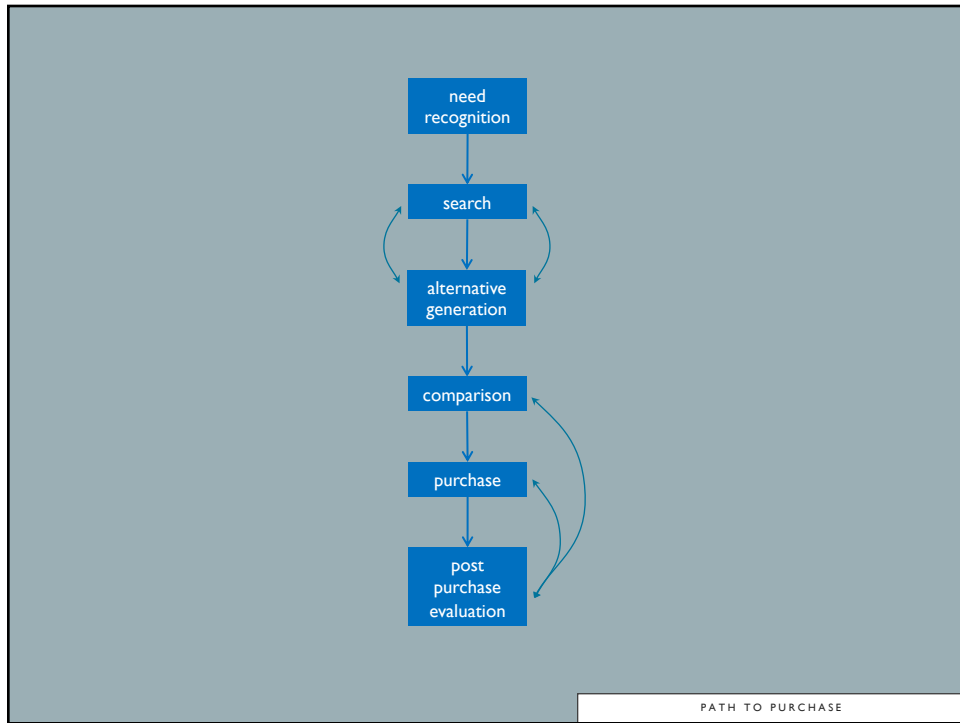
LOYALTY

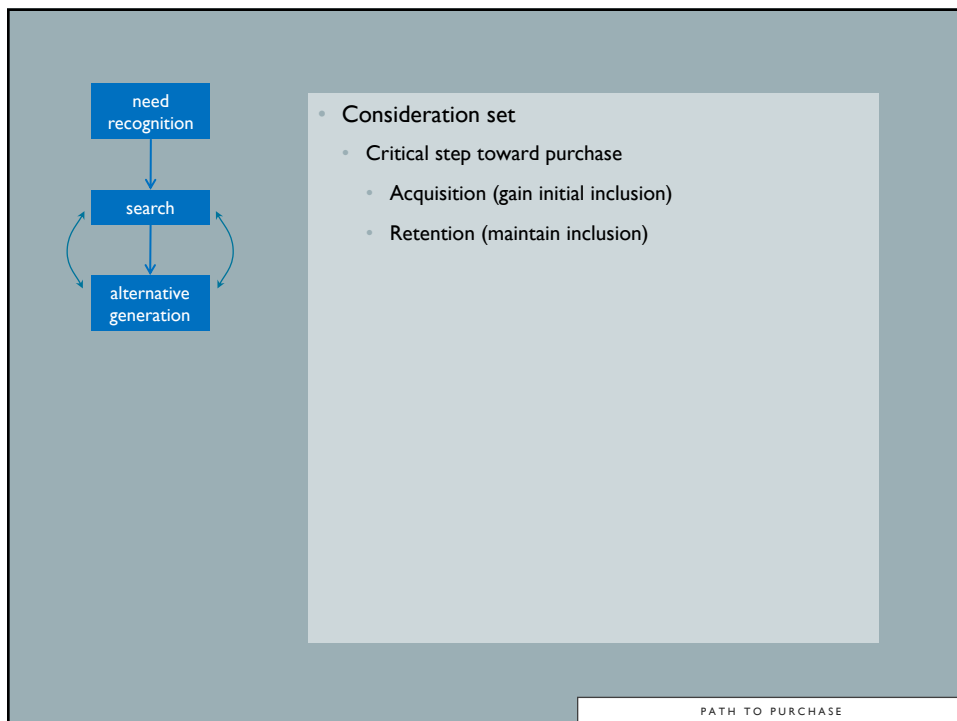
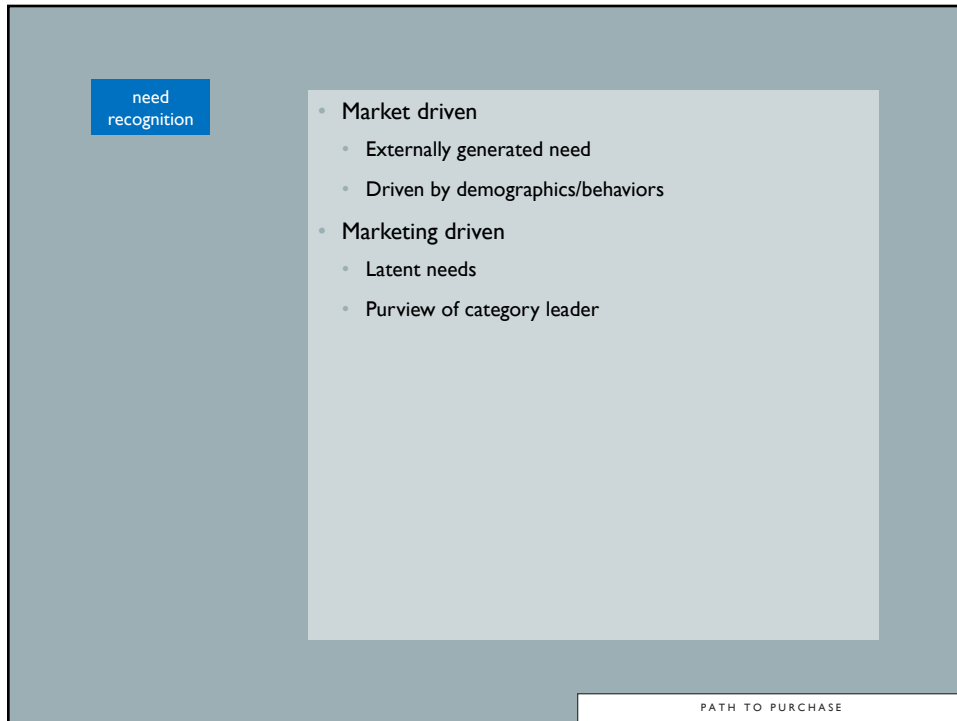
heart  

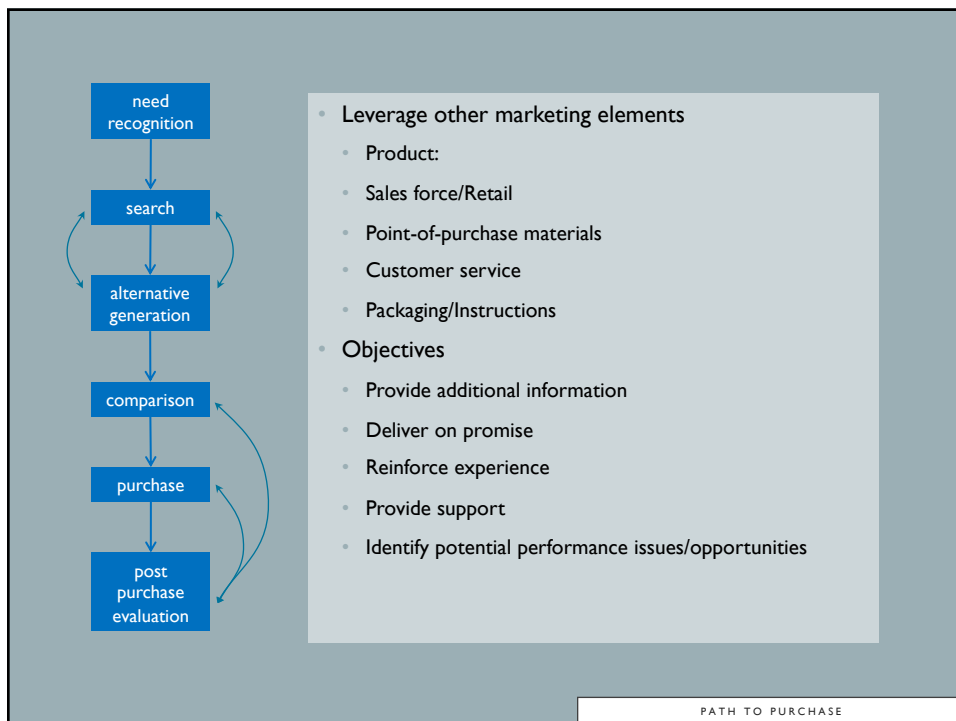
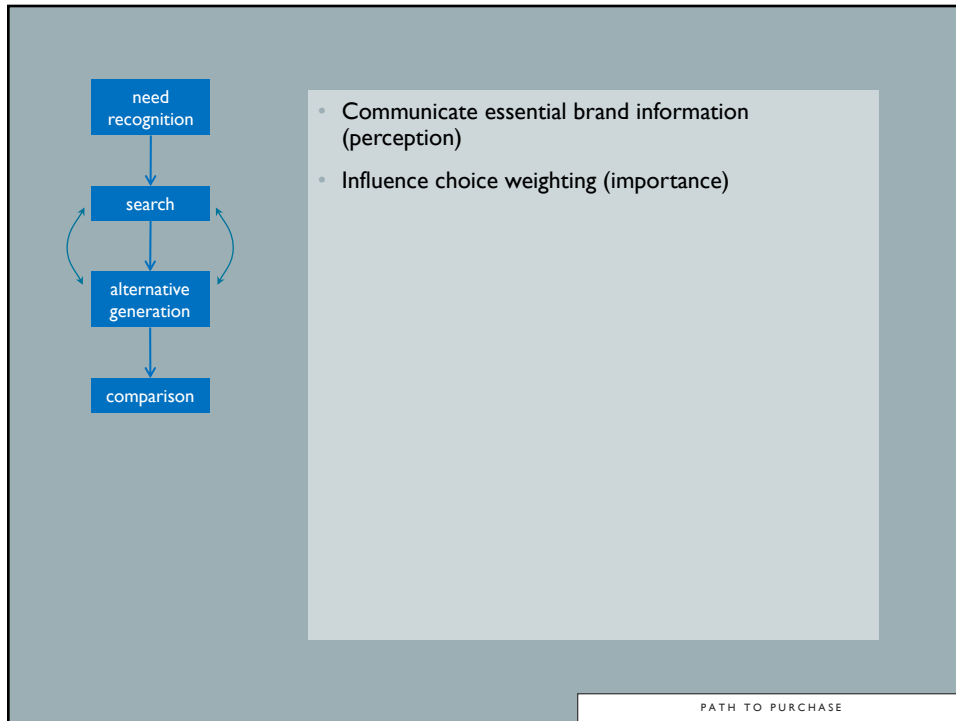
hand  

head  


ADVANCED RETAIL STRATEGY:
PATH TO PURCHASE







Apple Store, Glendale Galleria



Store Information
Address:
 2126 Glendale Galleria
 Glendale, CA 91210
 (818) 502-8310

[Driving Directions & Map >](#)

Store hours:
 Mon – Sat: 10:00 a.m. – 9:00 p.m.
 Sun: 11:00 a.m. – 7:00 p.m.

[+ See Extended Holiday Hours](#)

APPLE

CALYX FLOWERS®
 The Flower Lover's Flower Company®

Calyx Flowers. The world's most beautiful blooms. Our story begins in flower fields around the world.
 The most luxurious roses come from Colombia, while the hardest orchids hail from Thailand. To bring you truly exquisite blooms, we have partnerships with growers around the world. The day you place your order, we'll send it straight to the source.

Extraordinary blooms deserve special attention.
 Each rose is set on an ice gel pillow and thirsty cymbidiums get individual water vials. Every bouquet is carefully packaged, wrapped in tissue, and set in our signature gift box along with a personalized gift card. As soon as your gifts are packaged, we air-ship them direct from the grower via FedEx.

You'll see the difference freshness makes.
 Since our blooms don't lose their glory in a truck or cooler, they last 5 to 10 days longer than most. And because our growers span the globe, we can offer summer-bright Gerbera daisies in December and spring-fresh freesia in August.

Definitive style and beauty.
 The essence of every gift is captured by the exciting collection of vases, cachepots and baskets we have chosen to accompany them. Inspired by our travels around the world, you will not find a more vast collection that so complements natural beauty.

Send a glorious bouquet.
 We guarantee your flowers will arrive fresh and perfect on the date you specify. There's simply no easier or more reliable way to send the very best flowers the world has to offer!

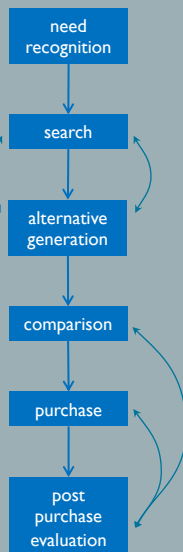
From Bud to Bloom
 Our flowers are shipped to you while they're still in bud; this ensures that your flowers will last as long as possible. Within a few days, the petals will begin to open and fresh blossoms will emerge. The flowers exhibit a great deal of vitality, just as they would if they were growing in the garden. After a few more days have passed, your blossoms will be a full bouquet that will last for quite some time.

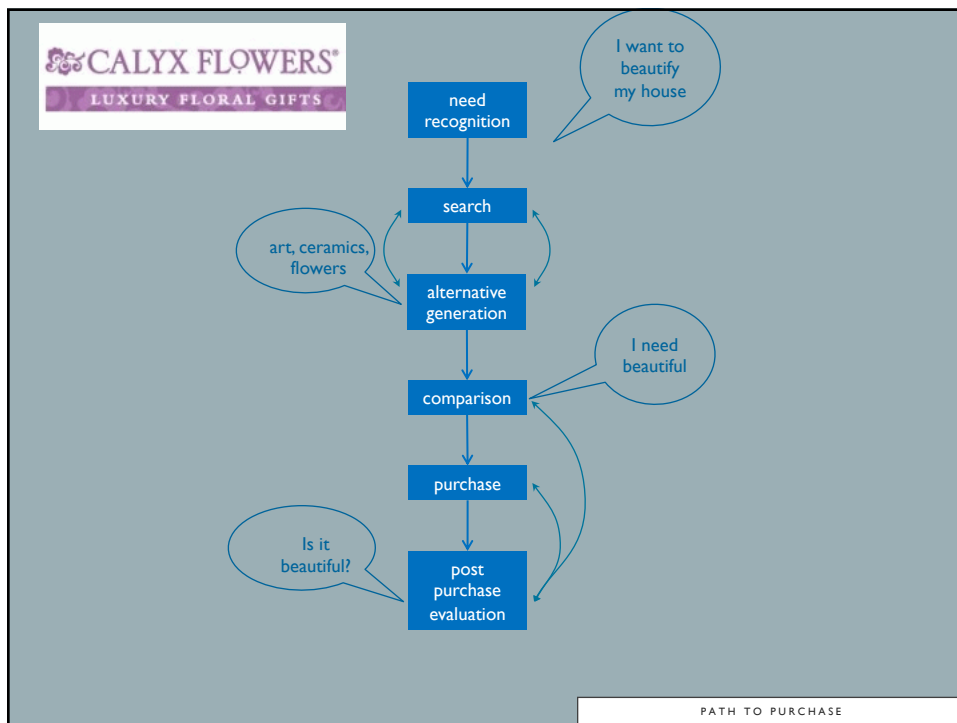
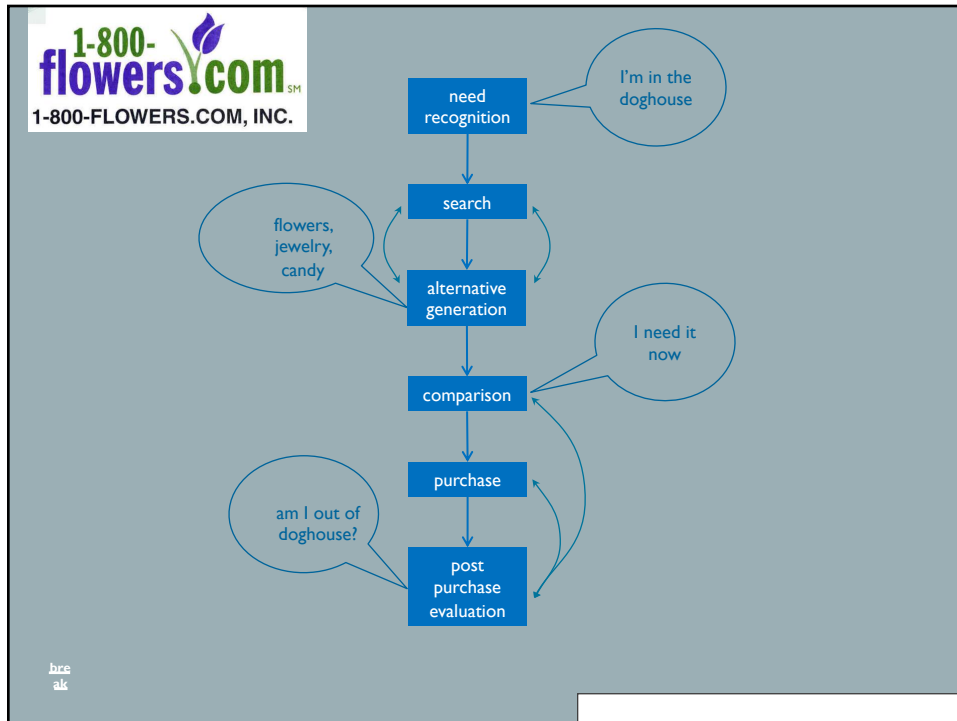
FLOWERS

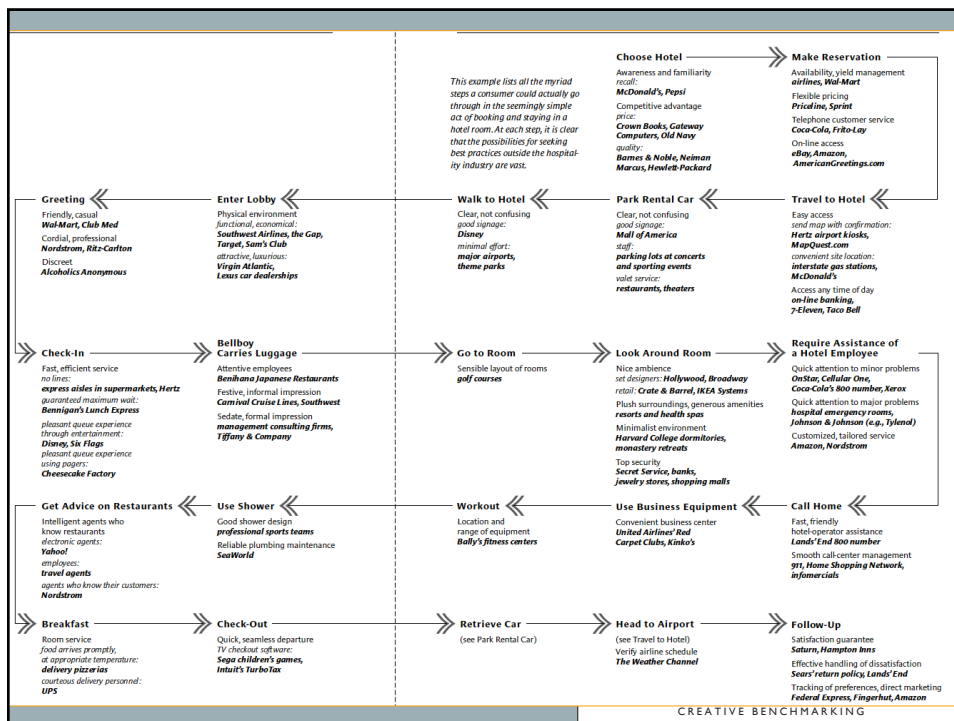
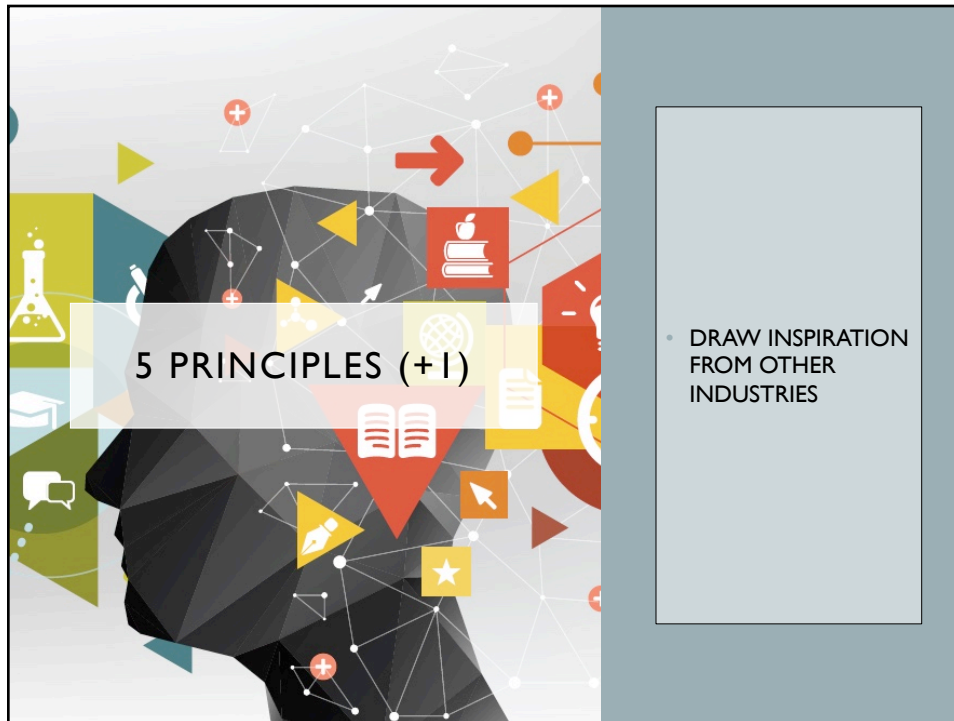


The doorbell rings. From outside,
a friendly voice says,
"Delivery from 1-800-Flowers.com!"
There's a sudden feeling of excitement and anticipation. And then you see it—a
beautiful arrangement of fresh, colorful flowers. You're surprised. You're
delighted. And most important of all, you're smiling!

FLOWERS







HOW ADVERTISING WORKS

- Attention capture
- Message delivery
- Message reinforcement/retention
- Experience Management

basic awareness top-of-mind awareness information image behavior

\$

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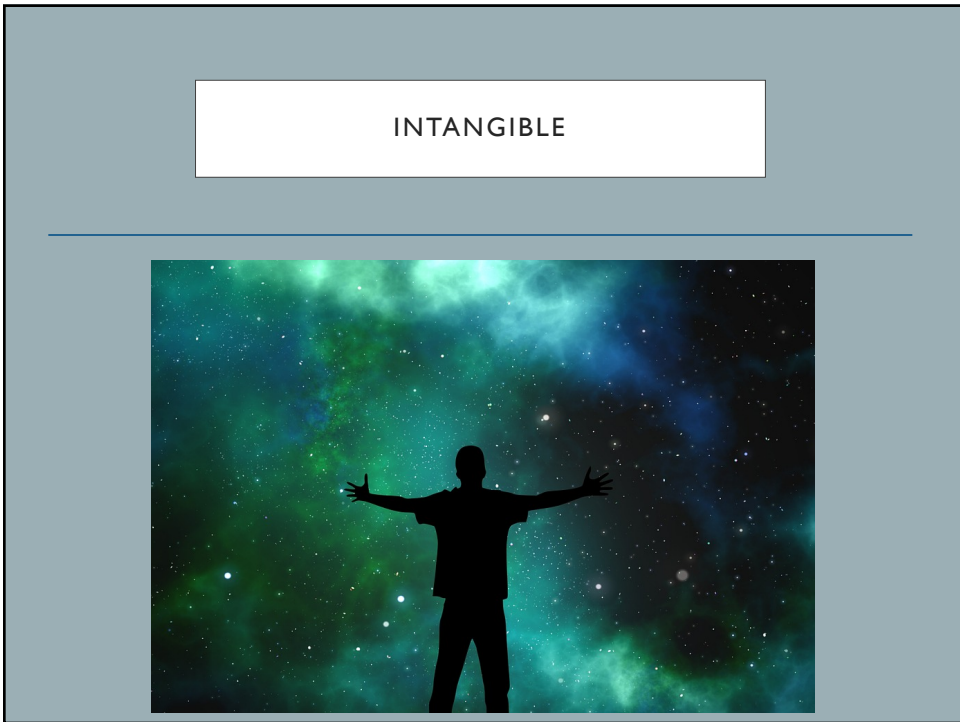
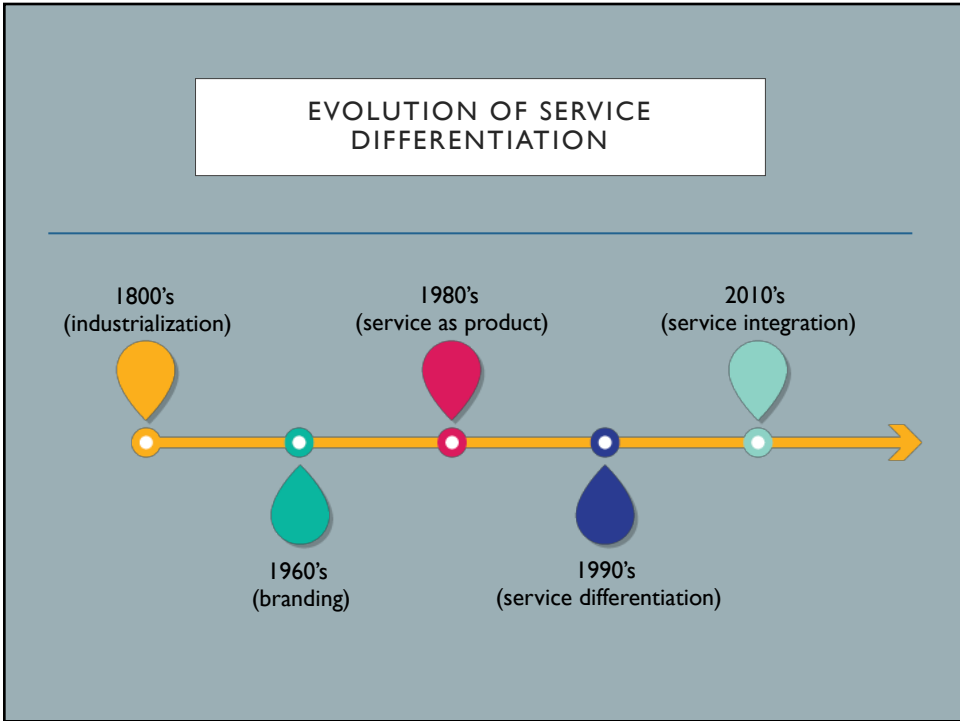
“I recognize this brand name”

“When I think of this product I think of this brand”

“I know facts about this brand”

“This brand has this type of image”

“I will/do inquire/purchase/repurchase/use this brand”



CANNOT BE INVENTORIED



PERFORMED, NOT PRODUCED



DIFFICULT TO STANDARDIZE



INTANGIBLE:

MAKE THE
INTANGIBLE
TANGIBLE

LOGOS
IDENTITY
UNIFORMS



INTANGIBLE:

MAKE THE
INTANGIBLE
TANGIBLE

LOGOS
UNIFORMS
IDENTITY



CANNOT BE
INVENTORIED:

PRICING TO
SMOOTH
DEMAND



PERFORMED, NOT
PRODUCED:

SEGMENT YOUR
CUSTOMERS

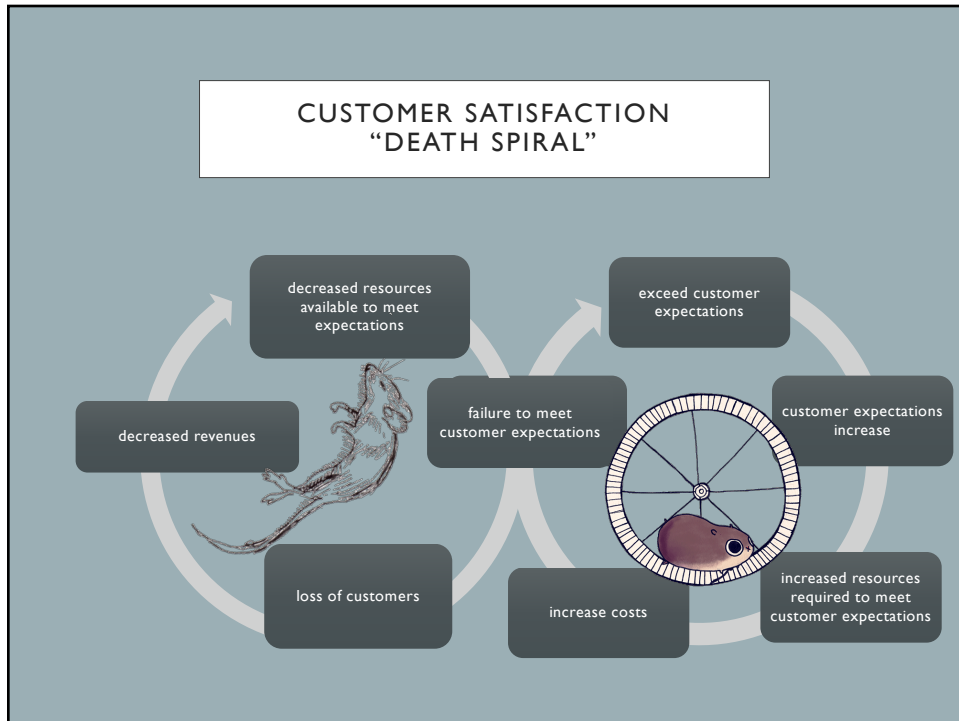
CO-PRODUCE
CO-CREATE

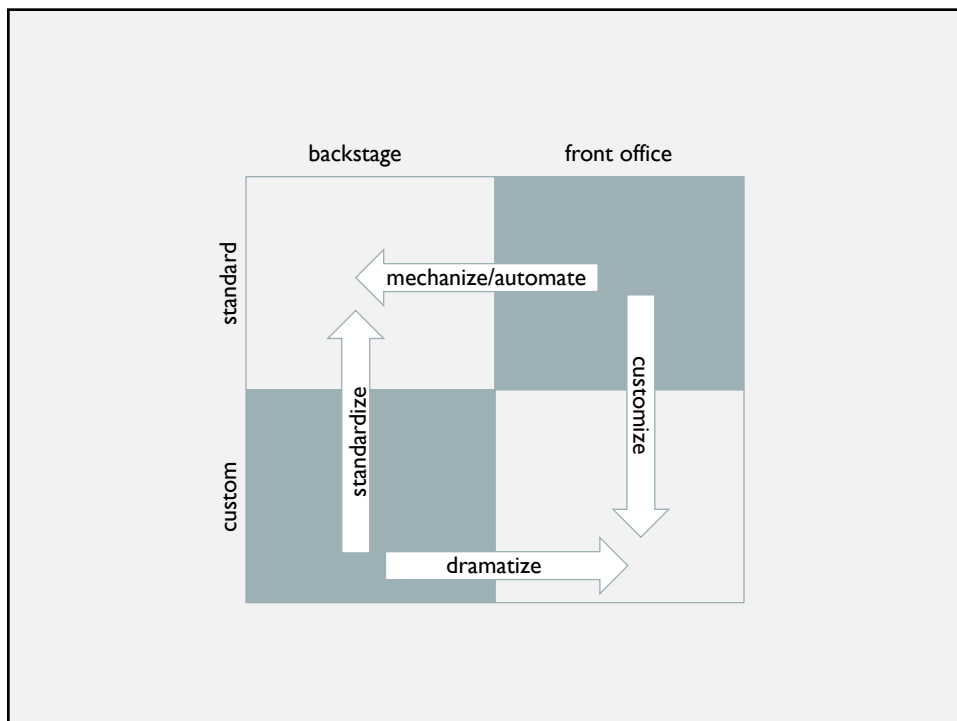
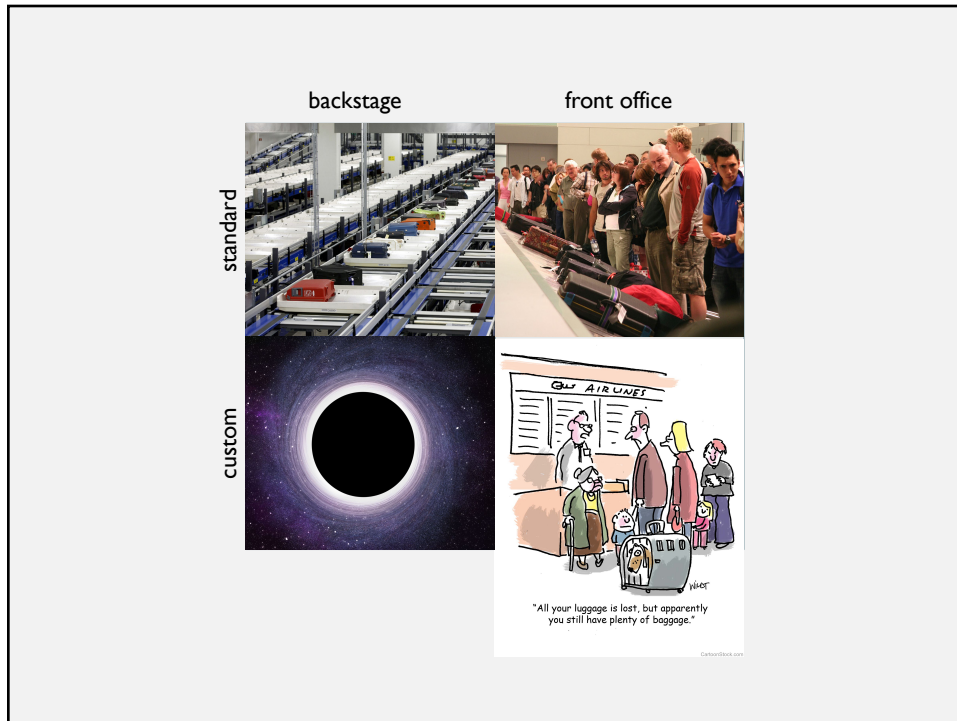


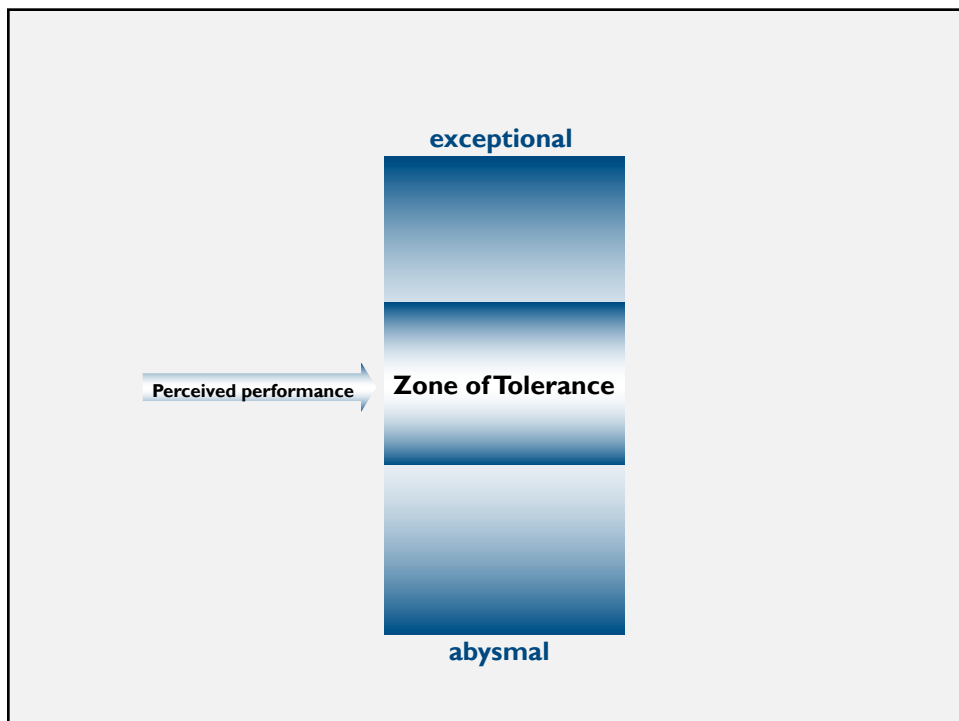
STANDARDIZE:

TRAINING
TECHNOLOGY
TOOLS











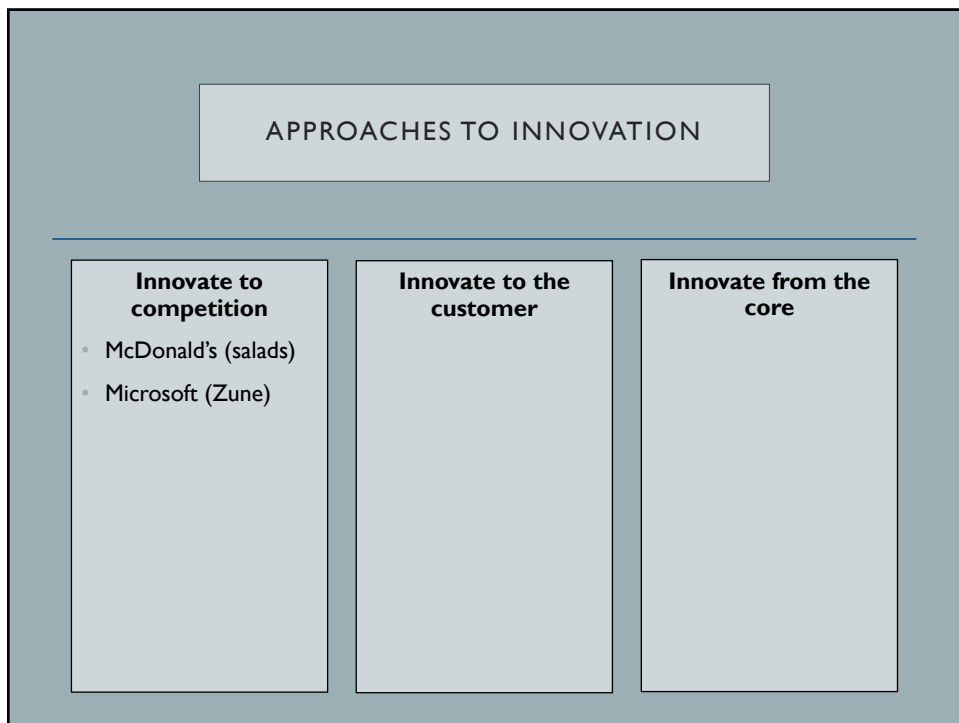
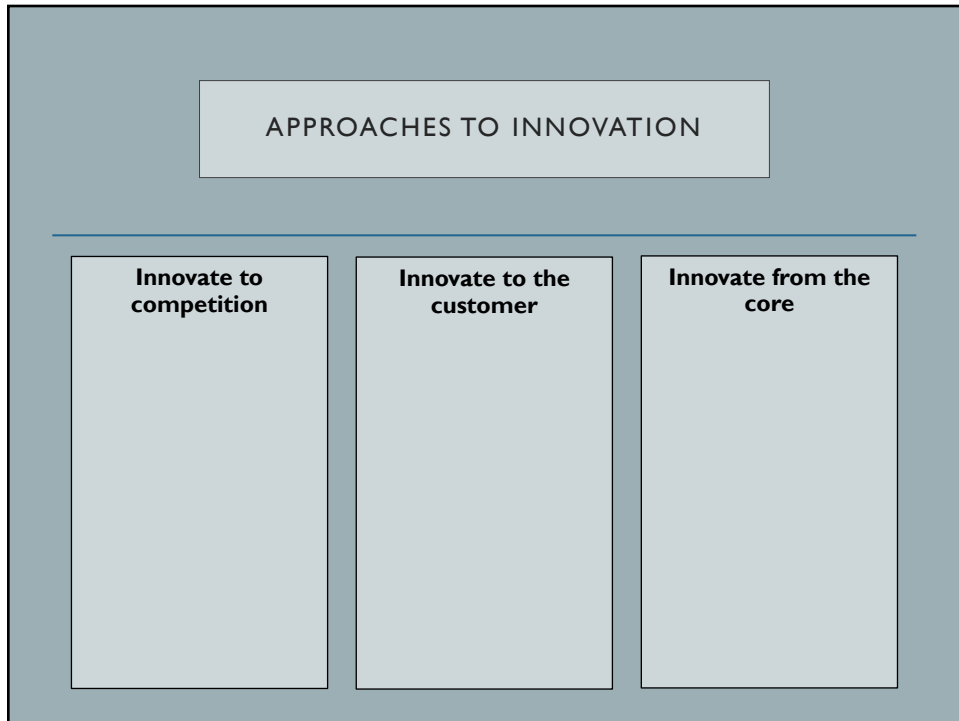
WHAT TO MANAGE FOR SATISFACTION

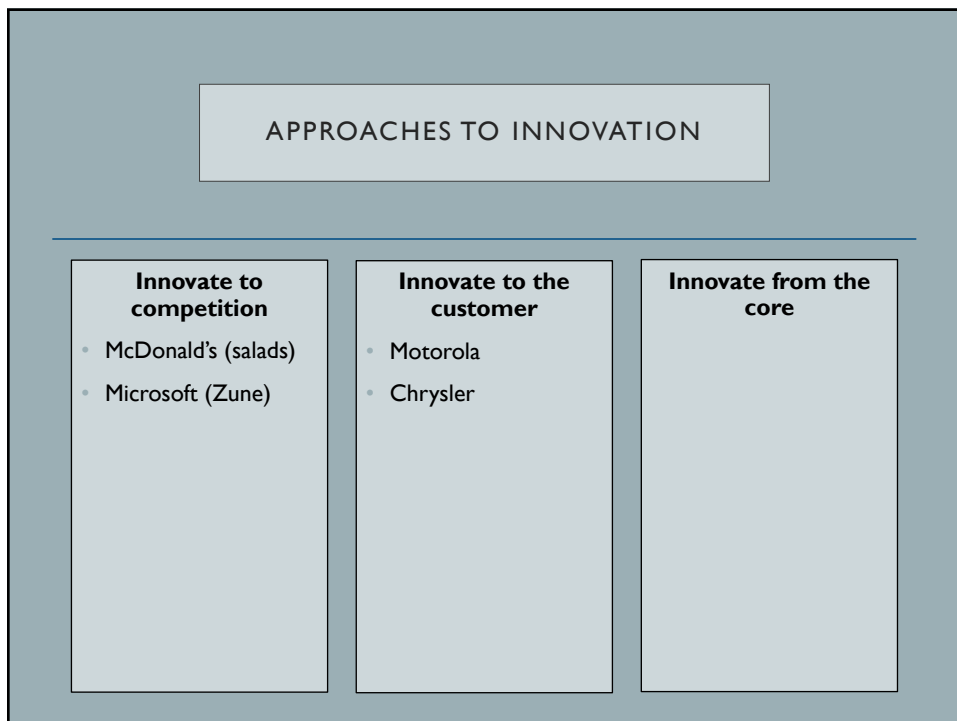
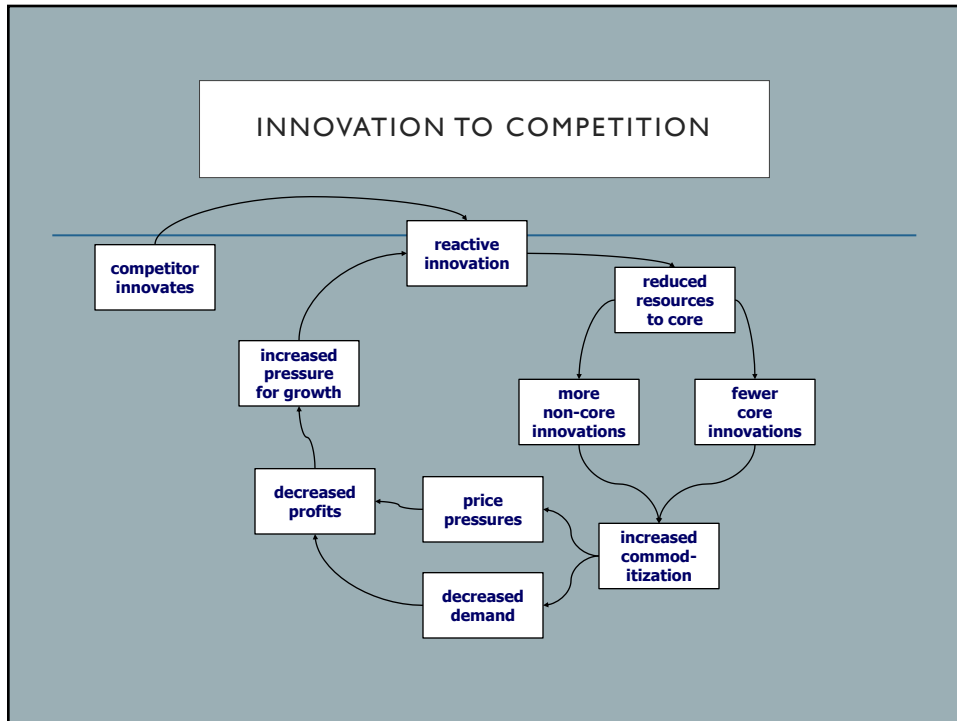
- Manage expectations: never make a promise you can't keep
- Manage production: consistency before brilliance
- Manage the memory: emphasize success and evaluate "failures"

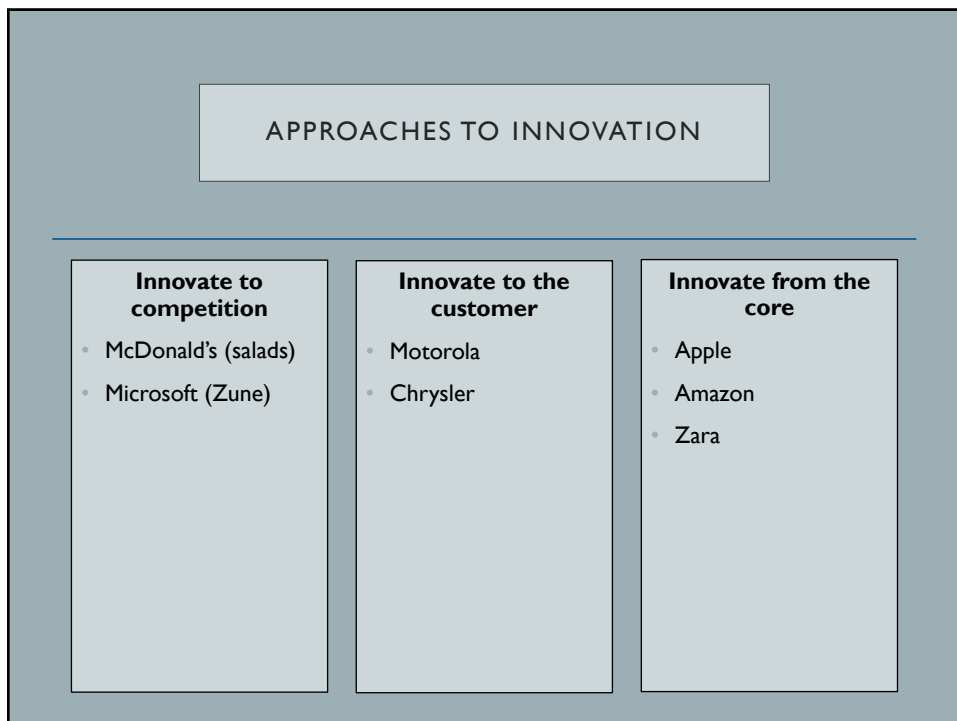
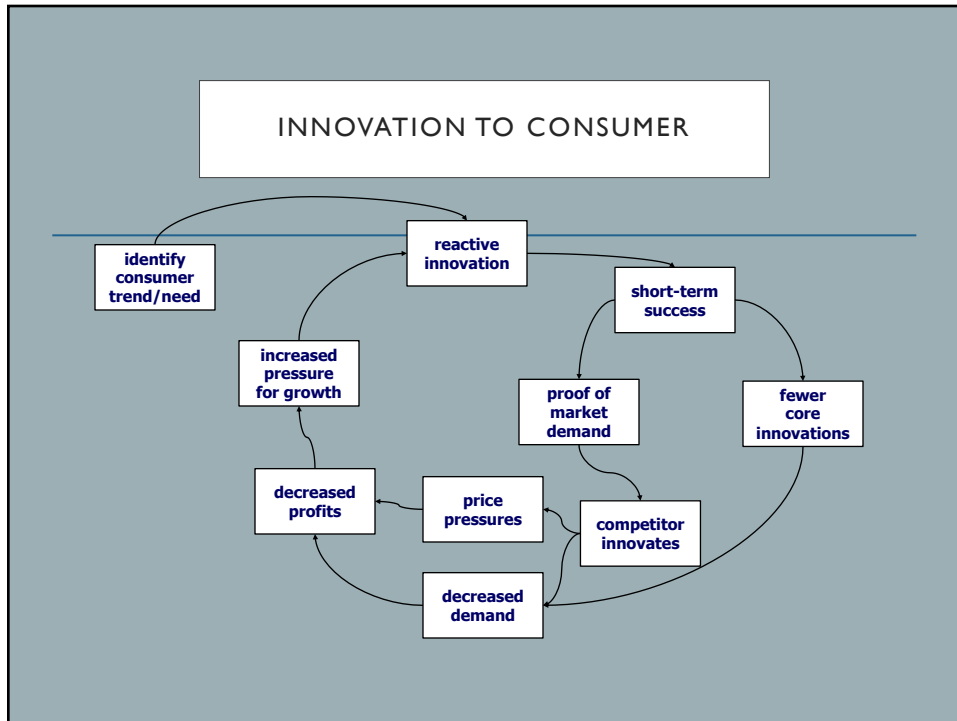


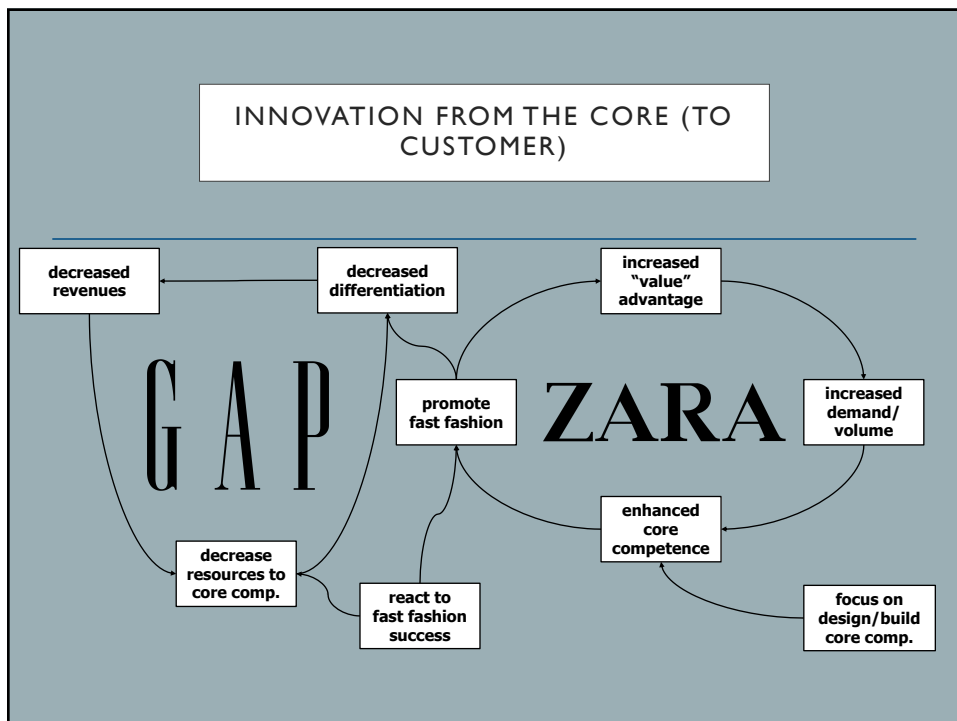
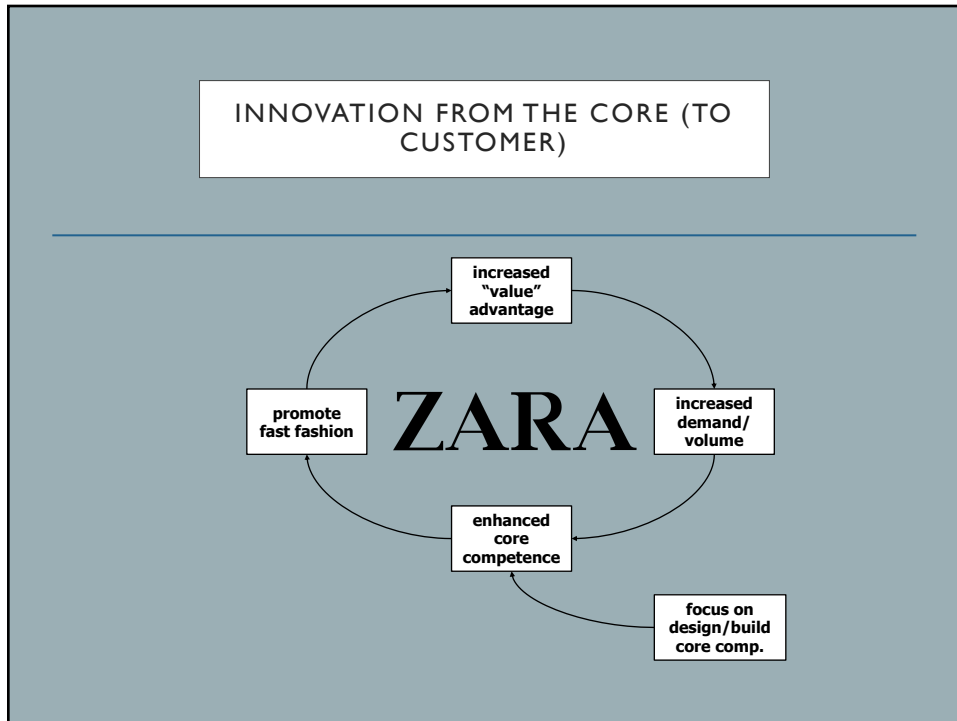
5 PRINCIPLES (+1)

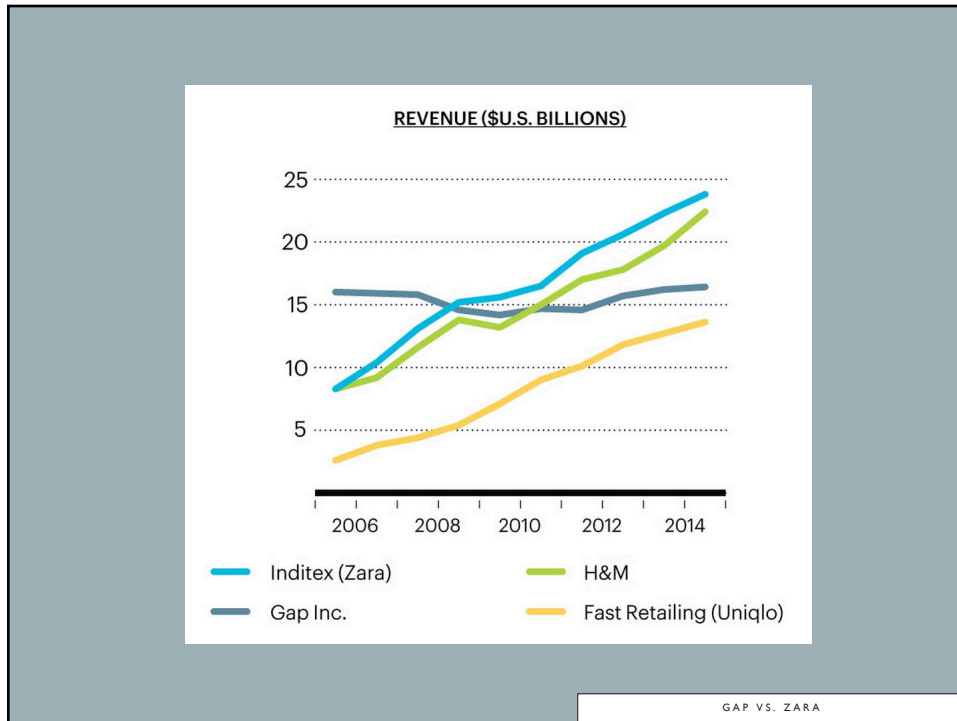
- LOOK TO THE FUTURE









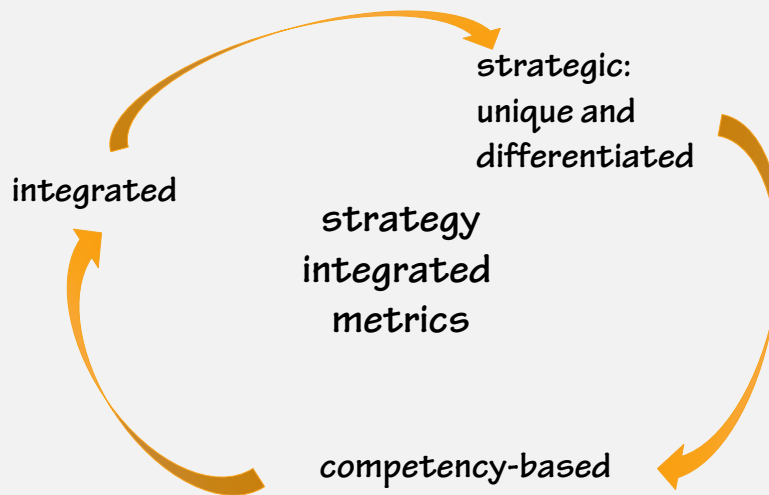


5 PRINCIPLES (+1)

- EMPOWER TEAMS
- USE AGILE TECHNOLOGIES

“Not everything that can be counted counts,
and not everything that counts can be counted.”

Albert Einstein





strategy
integrated
metrics

competency-based

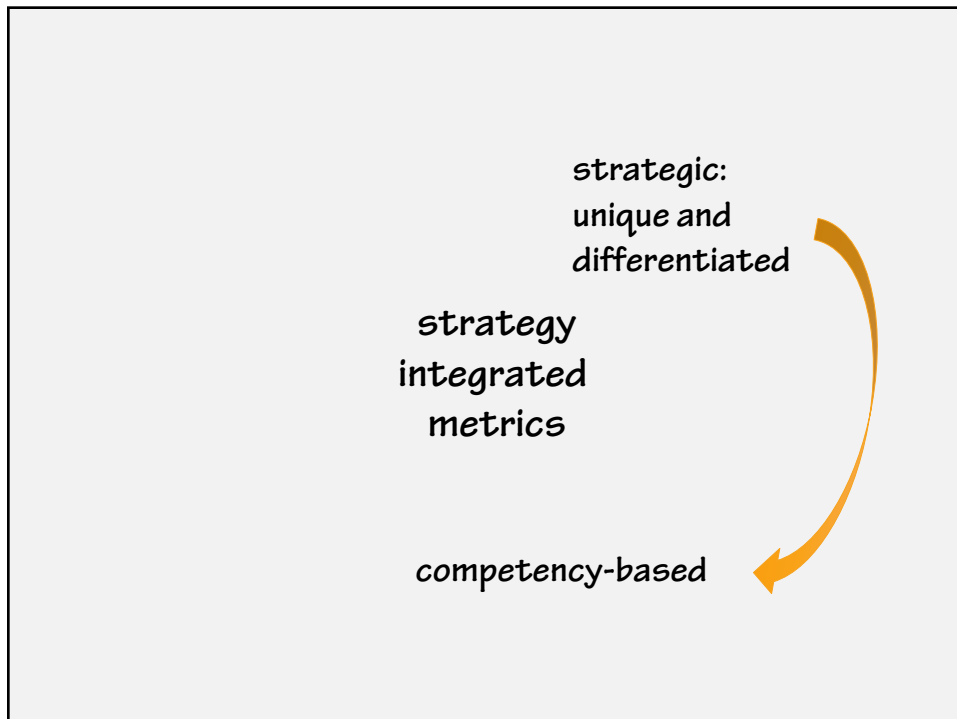
WHAT ARE WE GOOD AT:
CORE COMPETENCE

technology & content

Amazon continues to invest in technology and content
Puneet Sikka
Market Realist December 23, 2014

HR/training

"Zappos invests in the call center not as cost, but the opportunity to market. Their whole strategy is to create loyalty through 'wow' moments and emotional connections."



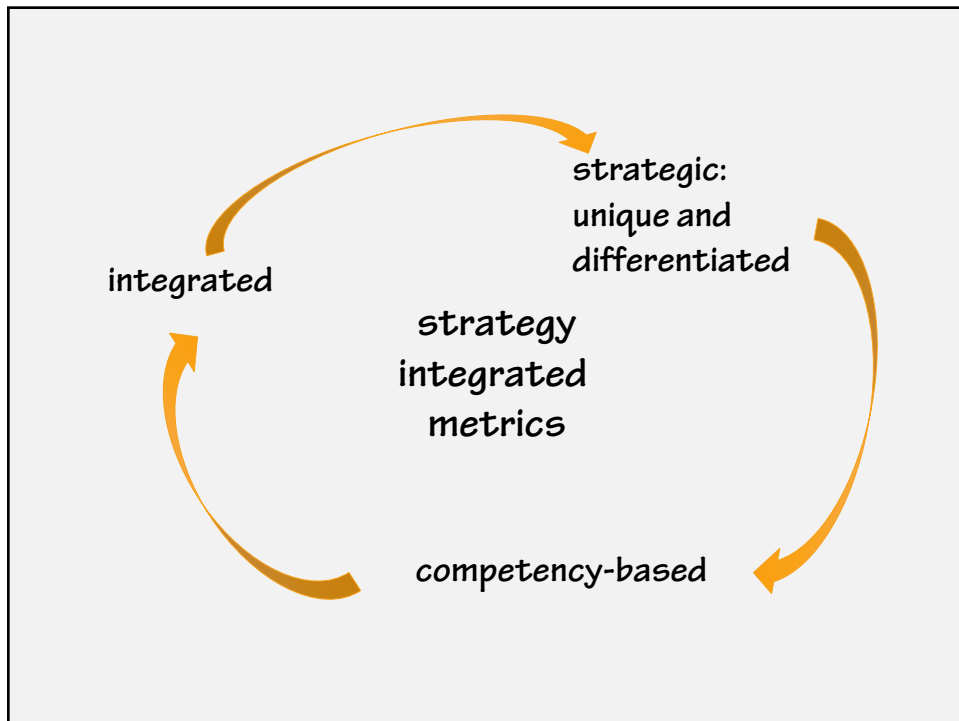
WHO ARE WE:
CORE BUSINESS

convenience

“The best customer service is if the customer doesn't need to call you, doesn't need to talk to you. It just works.”
Jeff Bezos

service

Our customers call and e-mail us to say that's how it feels when a Zappos box arrives. And that's how we view this company.
Tony Hsieh



consistency => revenue

Account Health Dashboard
To sell on Amazon, you must adhere to the below performance targets and policies.

Customer Service Performance		Product Policy Compliance		Shipping Performance	
Seller Fulfilled		Fulfilled by Amazon		Seller Fulfilled	
Order Defect Rate	0.11%	Product Authenticity Customer Complaints	0	Late Shipment Rate	N/A
Target: under 1%	0%	Target: 0 Complaints	100 days	Target: under 4%	N/A
Order Defect Rate consists of three different metrics:		Product Safety Customer Complaints	0	Pre-Fulfillment Cancel Rate	N/A
• Negative feedback	0%	Target: 0 Complaints	100 days	Target: under 2.5%	N/A
• A-to-Z Guarantee claims	0.1%				
• Chargeback claims	0%				

WHERE ARE WE GOING:

GOAL

customer retention => revenue

70-75% of purchases come from returning customers. They order about 2.5 times more than the single customers.

Net Promoter Score rose 5% after implementing the Happiness Experience Form.

THREE THINGS:

ALIGNMENT

ALIGNMENT

ALIGNMENT

ADVANCED RETAIL STRATEGY: RETAIL COMMUNICATIONS



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WORKSHEETS

