



# What are the elements in your shops that contribute to a good customer experience?

**Workshop brainstorming exercise:**

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# What are the elements in your shops that contribute to a good customer experience?



This brainstorming exercise is taken from the RETAILMEANING eLearning  
**5-star short course ★★★★★**



## 'What makes a great customer experience?'

### Brainstorming objectives:

1. Define what is a great shop experience for your customer
2. Identify what makes that great customer experience in your shops
3. Consider what analysis & learnings you still need to find the answers

Try 2 different brainstorming sessions a few days apart  
Allow the thoughts from the first session to settle before re-asking the questions.

### Brainstorming output:

Sketch out your own key learnings, the major points related to your own business.  
Priority considerations and potential initiatives for your business



This brainstorming process can be an individual reflection for personal business development, Or it can be a team workshop, considering & discussing your business opportunities from a wide a varied number of perspectives.



Print off the exercise template document to use for your brainstorming. Print as many pages as you need to get all your thoughts & ideas onto paper.

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# What are the elements in your shops that contribute to a good customer experience?



## Discussion guide:

### 1. What are the elements in your shops that contribute to a good customer experience?

How important to your customers having a good customer experience, is actually buying something?



#### Brainstorm!

What do you currently deliver that creates a great customer experience? Think about everything from products, shop design, displays, atmosphere, music, lighting, service, services, staff, personalities, events, promotions, prices, availability...

What could you do even better?

What should you be doing that you don't?

How important to customers is buying?

How could the experience of the customer who buys be better?

How could the experience of the customer who doesn't buy be better?

How could you make sure more customers buy?

What types of customers journeys do customers have?

How can you make each journey type into the best possible experience?

Who do you think delivers a great customer experience, and why?

What things do competitors do that you should be doing?

What experiences could separate you from the rest?

What could be your USP experiences?

#### Answers & analysis:

Do you know if your customer has a great experience?

What do they consider a good experience?

What research and feedback do you have?

Do you know what % of customers don't buy?

Do you know why they don't buy?

Do you know what competitors are doing?

Do you know how they give a great customer experience?

#### Conclusions & priorities:

What are your immediate conclusions?

Is there anything that surprises you?

What do you agree & disagree on?

What are the immediate stand-out thoughts?

What seems the most important things to do?



Ensure that your participants have a chance to contribute & feedback.

# What are the elements in your shops that contribute to a good customer experience?



Discussion template:

## 1. What are the elements in your shops that contribute to a good customer experience?

How important to your customers having a good customer experience, is actually buying something?



**Brainstorm!**

**Answers & analysis:**

**Conclusions & priorities:**



Ensure that your participants have a chance to contribute & feedback.

# What are the elements in your shops that contribute to a good customer experience?



I hope you've enjoyed this brainstorming session.

**'What are the elements in your shops that contribute to a good customer experience?'**

Hopefully you have many pieces of interesting paper now. Keep them by your side, and if something new comes to mind then don't forget to jot this down as well.

And keep referring because our perspectives are always changing. And that is as it should be. Never be too proud that you are afraid to change your mind. We are learning all the time.

Importantly its time to now look at the research and analysis you need to do to ensure that your gut feelings are correct, and that you will prioritise and act in the correct way.

Find those competitors and best practice and study them. It is so important.

**And then, move on.**

**Why not take your amazing brainstorming ideas, and condense and focus them into those all-important action plans. That is, after all, the purpose and benefit of workshops.**

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Make the right retail decisions for your business!



Why not sign up to the eLearning course where video and audio support helps you get to the heart of the issues? From your course tutor:

**Tim Radley**



Don't forget to download and print off more pages of the template document, if you have more thoughts and ideas.





**Why not try out the full eLearning course?**

**'How to create the best customer experiences in your shops.'**

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