

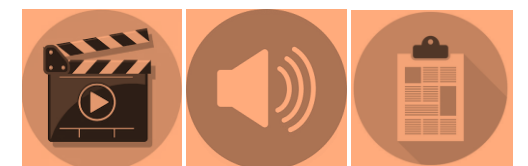


Consider what constitutes 'success' and what constitutes 'failure' for your customer when they come into your shop?

Workshop brainstorming exercise:

Free download

RetailMeaning bespoke & customised physical workshops



RETAIL MEANING
Making good people into great retailers

Consider what constitutes 'success' and what constitutes 'failure' for your customer when they come into your shop?



This brainstorming exercise is taken from the RETAILMEANING bespoke workshop **'How to create the best customer experiences in your shops.'**

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.

Consider what constitutes 'success' and what constitutes 'failure' for your customer when they come into your shop?



Discussion guide:

2. Consider what constitutes 'success' and what constitutes 'failure' for your customer when they come into your shop?

Are these parameters the same for every purchase, or do they differ by category or range?



Brainstorm!

What do you think 'success' means in your shops for your customers?
What do you think failure means to your customers in your shops?
Which type of customer journey do you think ends up mainly in failure?
Which types of customer journey are more often a success?

Think about the different product departments, categories, ranges, brands and services that your customers come into your shops for?
Are 'successes' and 'failures' more linked to specific products or services?

Think about journeys into your shops that are linked to the digital and online experience?
Are these journeys more likely to be 'successes' or 'failures'?
How can you make omni-channel journeys better?

Answers & analysis:

Do you know what your customers regard as success and failure?
How do customers regard omni-channel journeys
What research and feedback do you have?
Do you need to ask, watch and gather research and feedback?

Do you look at general market research?
Should you look deeper into market trends on what customers want?

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.

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Brainstorm!

Answers & analysis:

Conclusions & priorities:



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I hope you've enjoyed this brainstorming session.

'Consider what constitutes 'success' and what constitutes 'failure' for your customer when they come into your shop.'

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.

RetailMeaning bespoke & customised physical workshops



Why not sign up to the full interactive physical workshop where live stimulation & 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.

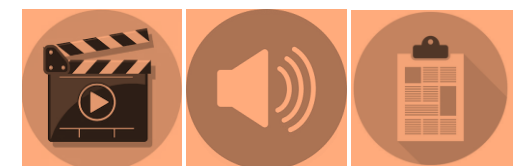
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Why not try out the full bespoke workshop experience? ‘How to create the best customer experiences in your shops.’

We stimulate important and interactive discussions on the essential issues facing your business. We deliver workshops to be a catalyst for meaningful change.

email: tim@retailmeaning.com



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 Making good people into great retailers

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