

Where and how can you improve your customer touchpoints to deliver the emotional connection they want?

Workshop brainstorming exercise:

Free download

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RETAIL MEANING
Making good people into great retailers

Where and how can you improve your customer touchpoints to deliver the emotional connection they want?



This brainstorming exercise is taken from the RETAILMEANING bespoke workshop **'6 ways you should talk to your customer.'**

Brainstorming objectives:

1. To identify what ways you should talk to your customer
2. Define how exactly you should talk to your customer
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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Discussion guide:

3. Where and how can you improve your customer touchpoints to deliver the emotional connection they want?

Shop designs & atmosphere, branding, personnel 'tone of voice', social media, advertising, emails...



Brainstorm!

So we have had a good brainstorm about what we should be talking about with our customers?

So how about how we are going to have that chat?

What are the most important touchpoints that you customer interacts with?

Is talking about people? In shops, with colleagues, at the tills, customer service?

Is it other physical shop elements such as signage, graphics, music, announcements, shop design, atmosphere?

Is digital the main channel to chat? Websites, mobile, social media – which channels and platforms?

Are blogs and newsletters important?

What about your CRM and email/text communications? You should have a big discussion on how to use your CRM to say the right things?

And other physical channels? What works for your customers? TV, radio advertising? Posters on streets and bus stops? Magazines and printed media flyers?

So lets compile our ideas on what are the best ways for you to talk to the customer?

Answers & analysis:

Analyse what works currently?

What do you use currently to speak with the customer?

What works? What is the feedback?

What does CRM say about what works?

What do shop colleagues say?

What do customers say?

And again look at other brands and retailers who have the same or similar customers? What touchpoints do they use to communicate?

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?

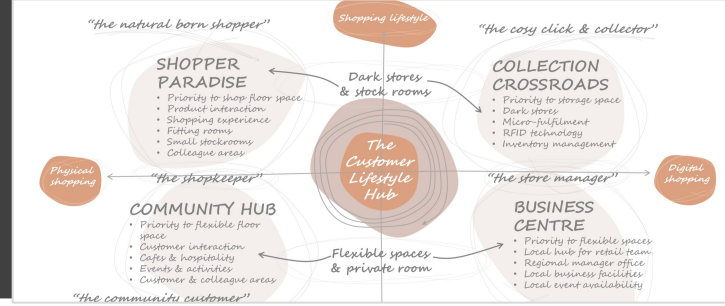
What seems the most important things to do



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

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Discussion template:

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Brainstorm!

Answers & analysis:

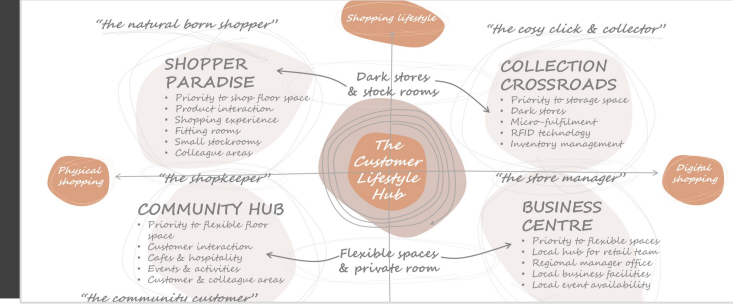
Conclusions & priorities:



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

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I hope you've enjoyed this brainstorming session.

'Where and how can you improve your customer touchpoints to deliver the emotional connection they want?'

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



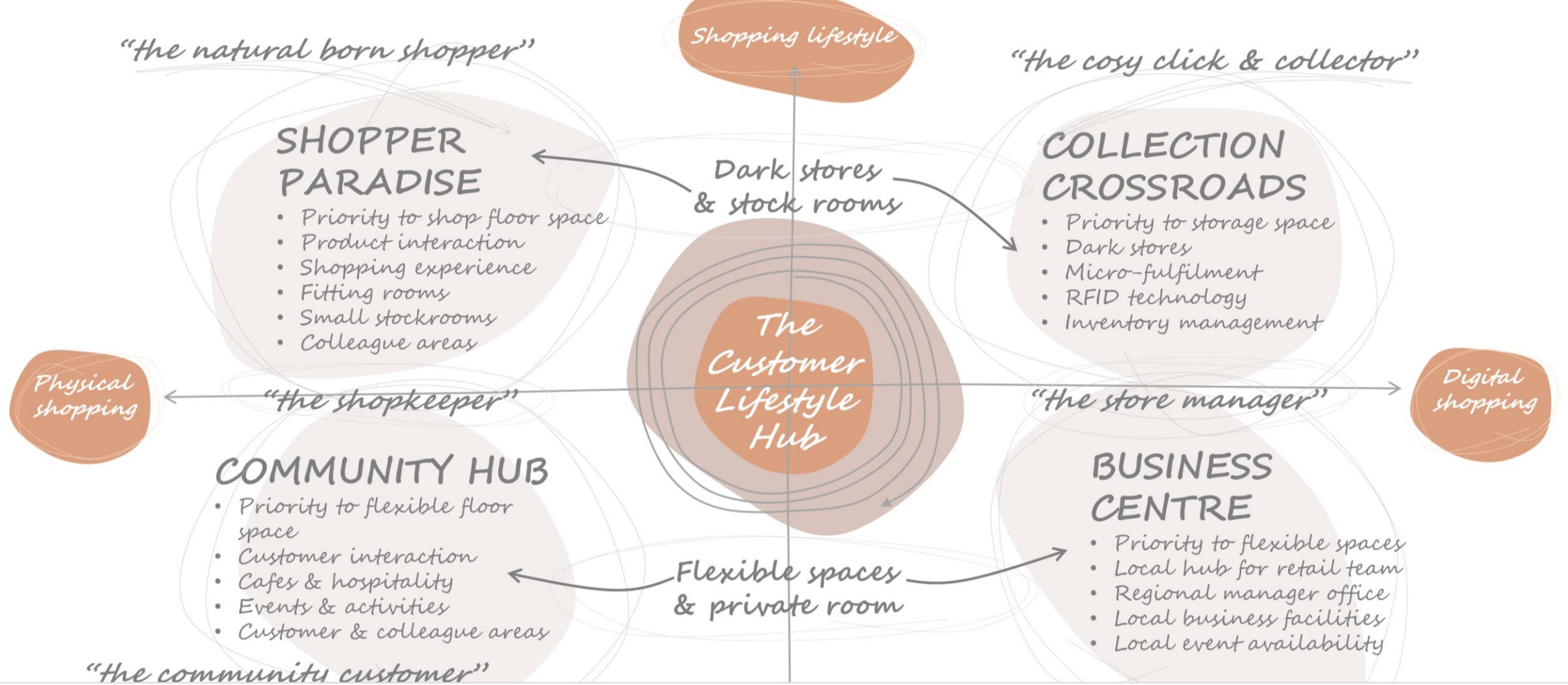
Why not sign up to the full interactive physical workshop where live stimulation & support helps you get to the heart of the issues?

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?

'6 ways you should talk to your customer.'

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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