Customer Experience Assessment for Retail

Create the experience your customers want with a data-driven strategy

In today's retail landscape, customer experience couldn't be more important. Delivering the experience your customers expect builds customer loyalty, drives same-store sales, increases basket size, and boosts revenue and margins. As the face of your organisation, and as your customers' primary point of contact, your employees have the power to make or break customer experience through store greetings, checkout interactions, and store readiness and cleanliness.

One of the challenges of the workforce labour model is to create the desired customer experience while balancing the available labour dollar investment. The Customer Success Experience Assessment for Retail provides a data-driven perspective on the current-state success of the existing labour model in achieving the desired customer experience. The assessment provides a clear view of the current customer experience, shedding light on the gaps between the desired and current-state experiences, and provides recommendations for closing the gap.

The goals of the Customer Success Experience Assessment include:

- Documenting the desired customer experience
- Assessing the success of the labour model in achieving the desired customer experience
- Delivering quantitative insights on stores' ability to achieve the desired customer experience
- Providing a qualitative perspective on non labour model factors contributing to or detracting from the desired customer experience
- Providing a level of confidence that the current-state labour model is successful, and/or a roadmap for refreshing the labour model to achieve the desired customer experience

Scope and approach

The assessment begins with interviews with cross-functional leaders from your relevant business support and field operations areas. The interviews will document a companywide perspective on customer experience expectations and will probe for the corporate support and field perspective on current-state success and the perceived factors contributing to that success. Relevant support areas may include operations, supply chain, merchandising, marketing, loss prevention, customer service, and human resources.

Key Benefits

» **ASSESS** current labour model's effectiveness in shaping a quality customer experience

» **GAIN VALUABLE INSIGHT** from key subject-matter experts with firsthand in-store experience

» **CHART A STRATEGIC PATH** toward creating a superior customer experience through quantitative and qualitative findings

During the initial interviews, the Kronos strategic advisor will develop a customer experience sampling plan that includes an approach for collecting relevant success metrics at multiple stores regarding the in-store customer experience. The sampling approach might include capturing the following:

- Customer greeting/engagement
- Speed of checkout
- Departmental queueing
- Operational execution
- Store readiness/cleanliness
- Shelf presentation
- Associate selling vs. tasking
- Merchandising execution
- Marketing execution
- Customer conversion metrics
- Customer group size
- Shelf edge in stock

In addition to insights generated from the data, the Kronos strategic advisor will document qualitative insights gathered from store observations and from customer and store associate feedback.

Engagement deliverables

- Documented current-state assessment
- Documented findings related to the success of the current labour model
- Electronic copy of sampling data
- Electronic copy of sampling template
- Recommendations and roadmap

Typical duration

The expected duration of the Customer Success Experience Assessment is 10 weeks, with the first weeks dedicated to data gathering, interviews, and project and sampling plan development; weeks three through seven dedicated to executing the sampling plan across selected stores; and the final weeks dedicated to the documenting and analysis of all findings and a presentation to the project team and project sponsor.

Client participation

Key client participants typically include subject-matter experts from operations, supply chain, merchandising, customer service, marketing, and senior leadership.

Partner with the trusted leader

Kronos is a leading provider of workforce management and human capital management cloud solutions. Kronos Services is committed to providing smart value fast with a wide range of strategic service offerings — all delivered with the industry expertise and domain knowledge of a technology leader. We're dedicated to helping customers achieve a rapid time to value from their workforce solution investment while delivering the experience they expect. Learn more at www.kronos.co.uk/services. **Kronos: Workforce Innovation That Works™.**

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