

CX ASIA 2018

CX ASIA 2018



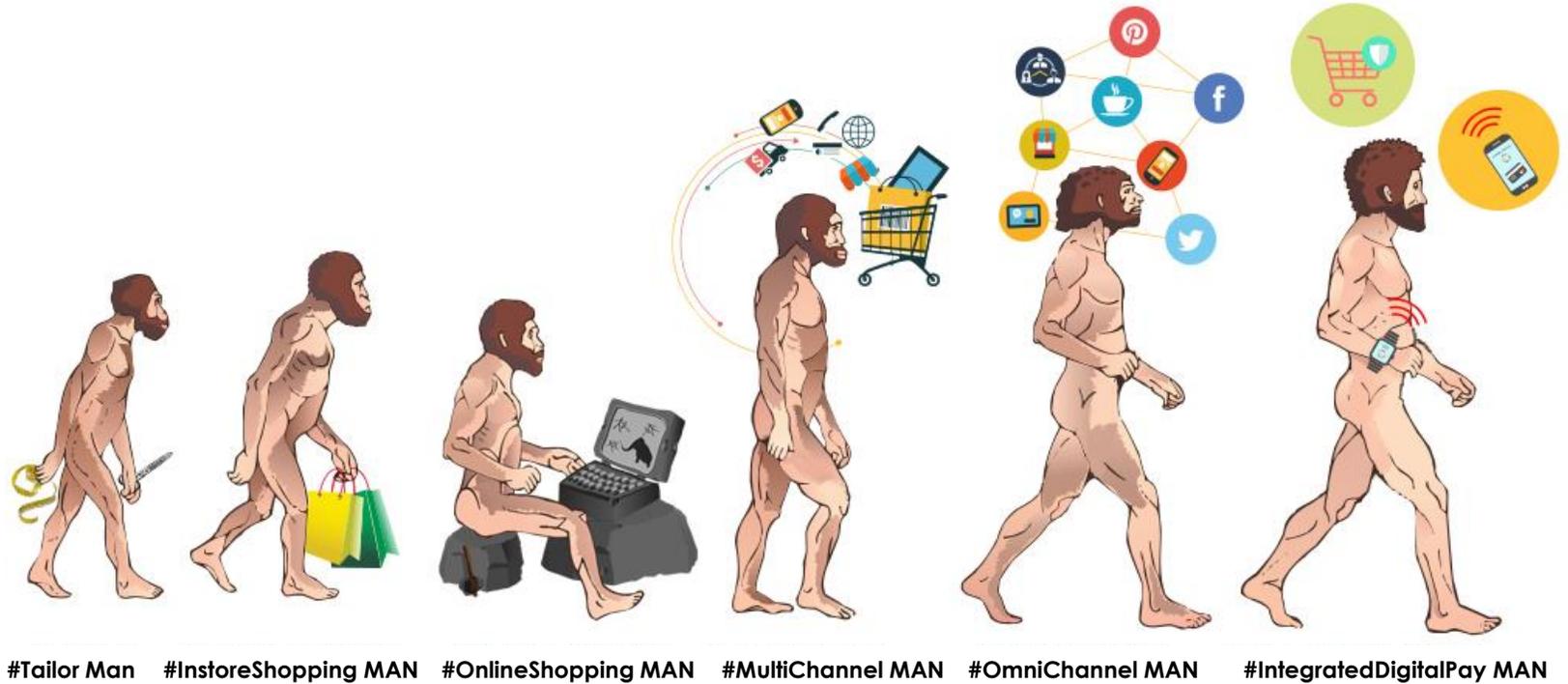
TRENDS SHAPING THE STORES OF THE FUTURE

PRESENTED BY TONY CHAPMAN

MANAGING DIRECTOR, CLX PROFESSIONALS PTE LTD

Exciting times in Retail

We are entering a new generation of retailing, where technology is helping to redefine convenience and value. We are no longer shopping in the same way; as the big weekly shop is replaced by more regular smaller basket trips, combined with online deliveries.



#Tailor Man

#InstoreShopping MAN

#OnlineShopping MAN

#MultiChannel MAN

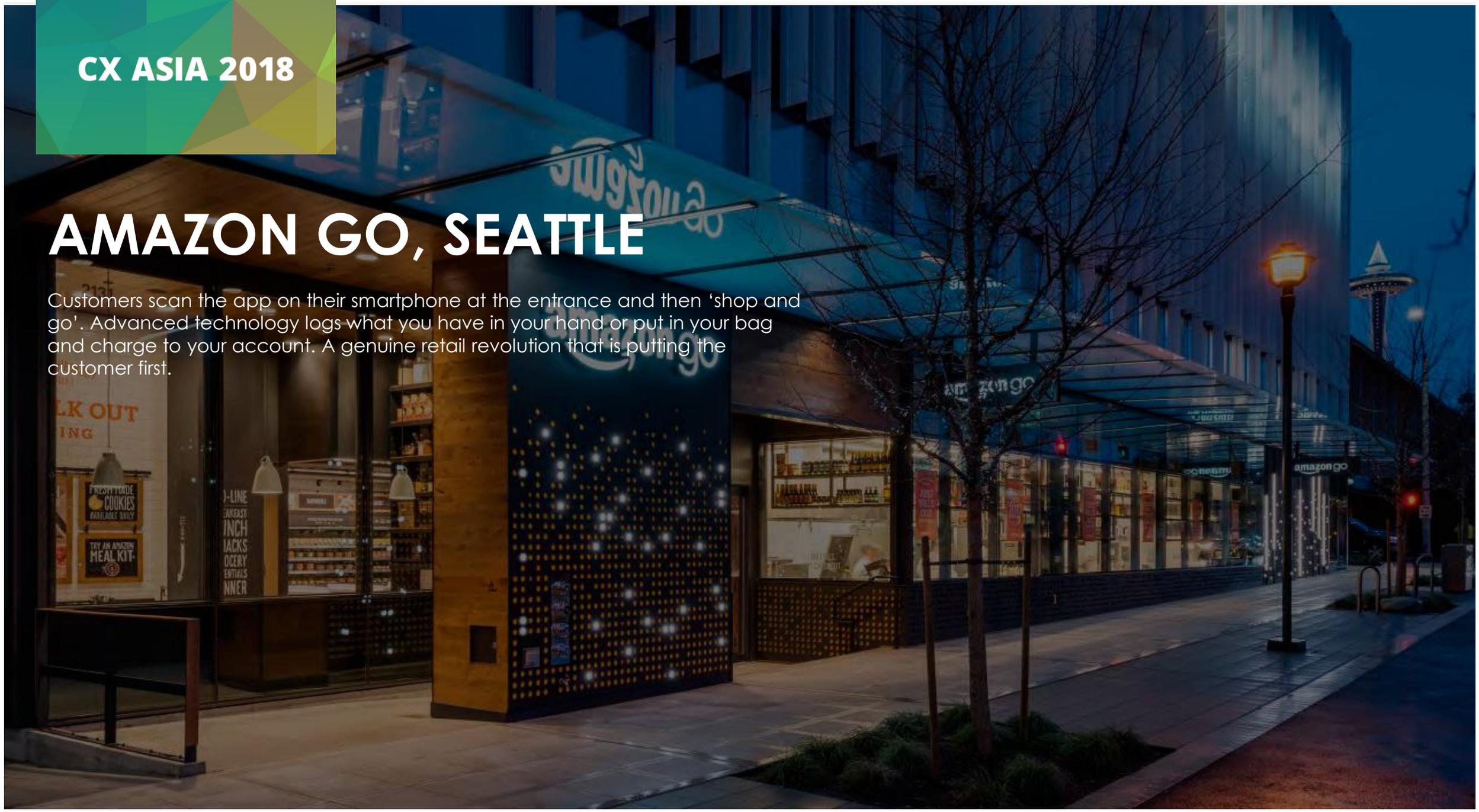
#OmniChannel MAN

#IntegratedDigitalPay MAN

CX ASIA 2018

AMAZON GO, SEATTLE

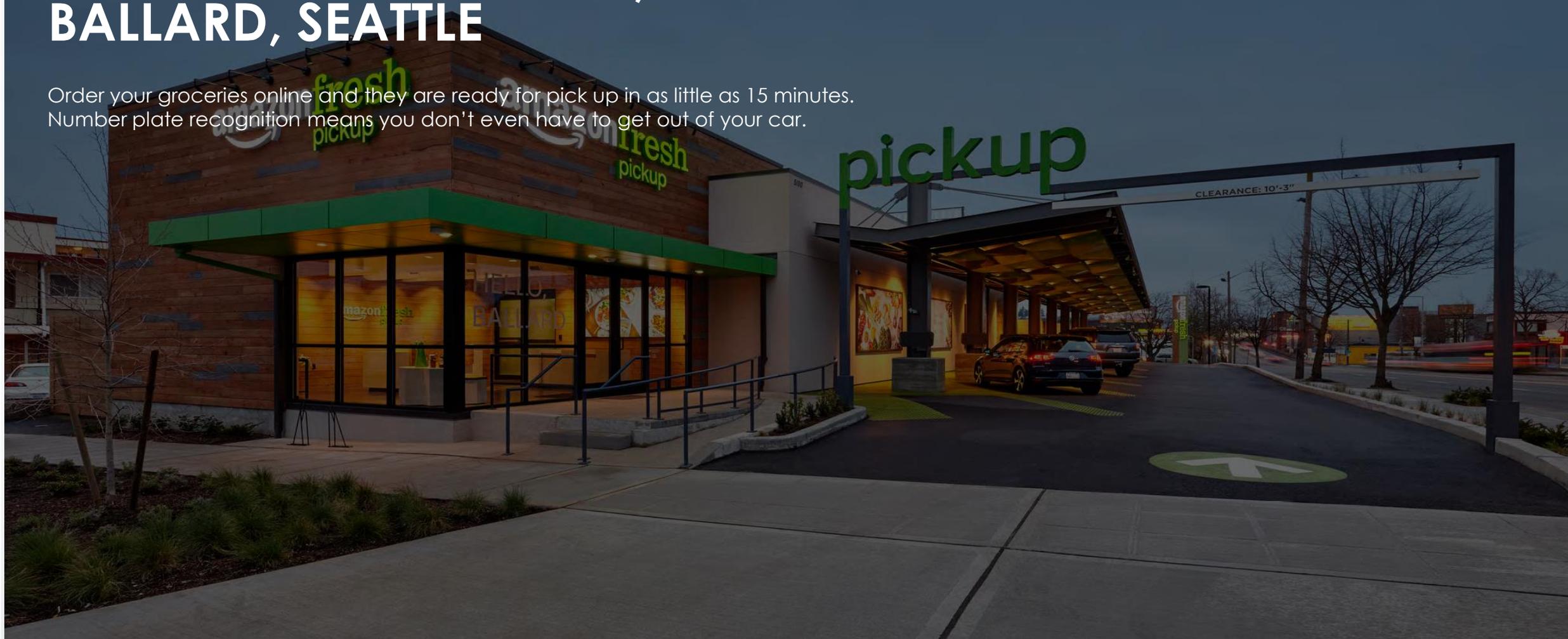
Customers scan the app on their smartphone at the entrance and then 'shop and go'. Advanced technology logs what you have in your hand or put in your bag and charge to your account. A genuine retail revolution that is putting the customer first.



CX ASIA 2018

AMAZON FRESH PICKUP, BALLARD, SEATTLE

Order your groceries online and they are ready for pick up in as little as 15 minutes. Number plate recognition means you don't even have to get out of your car.



CX ASIA 2018

AMAZON LOCKER, UK

With Amazon's acquisition of Whole Foods Market, the brand now has multiple new locations to site its online pickup lockers.



CX ASIA 2018

waitrose.com Click & Collect

WAITROSE REFRIGERATED CLICK & COLLECT LOCKERS, UK

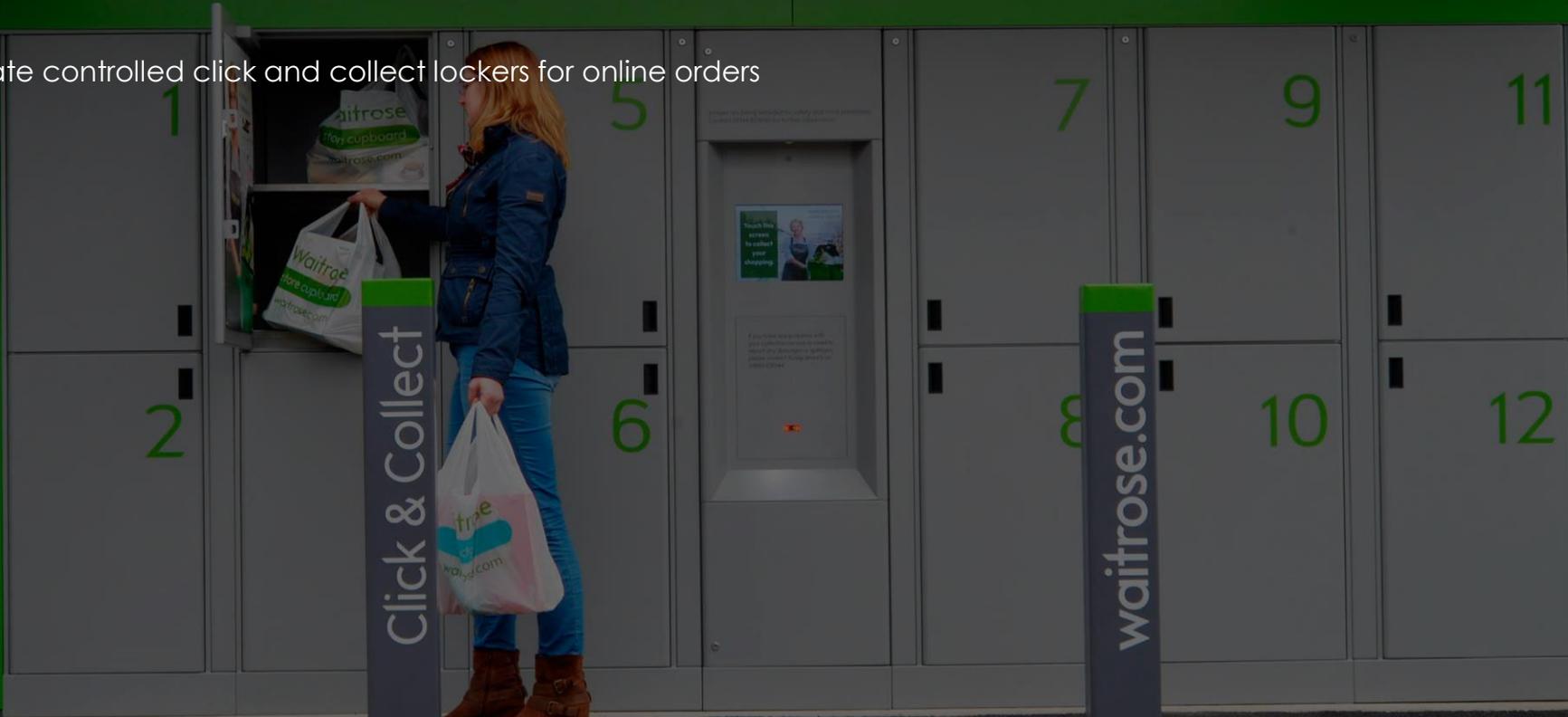
Waitrose is trialling climate controlled click and collect lockers for online orders

waitrose.com

Click & Collect

waitrose.com

Click & Collect



CX ASIA 2018

RISE OF THE ROBOT

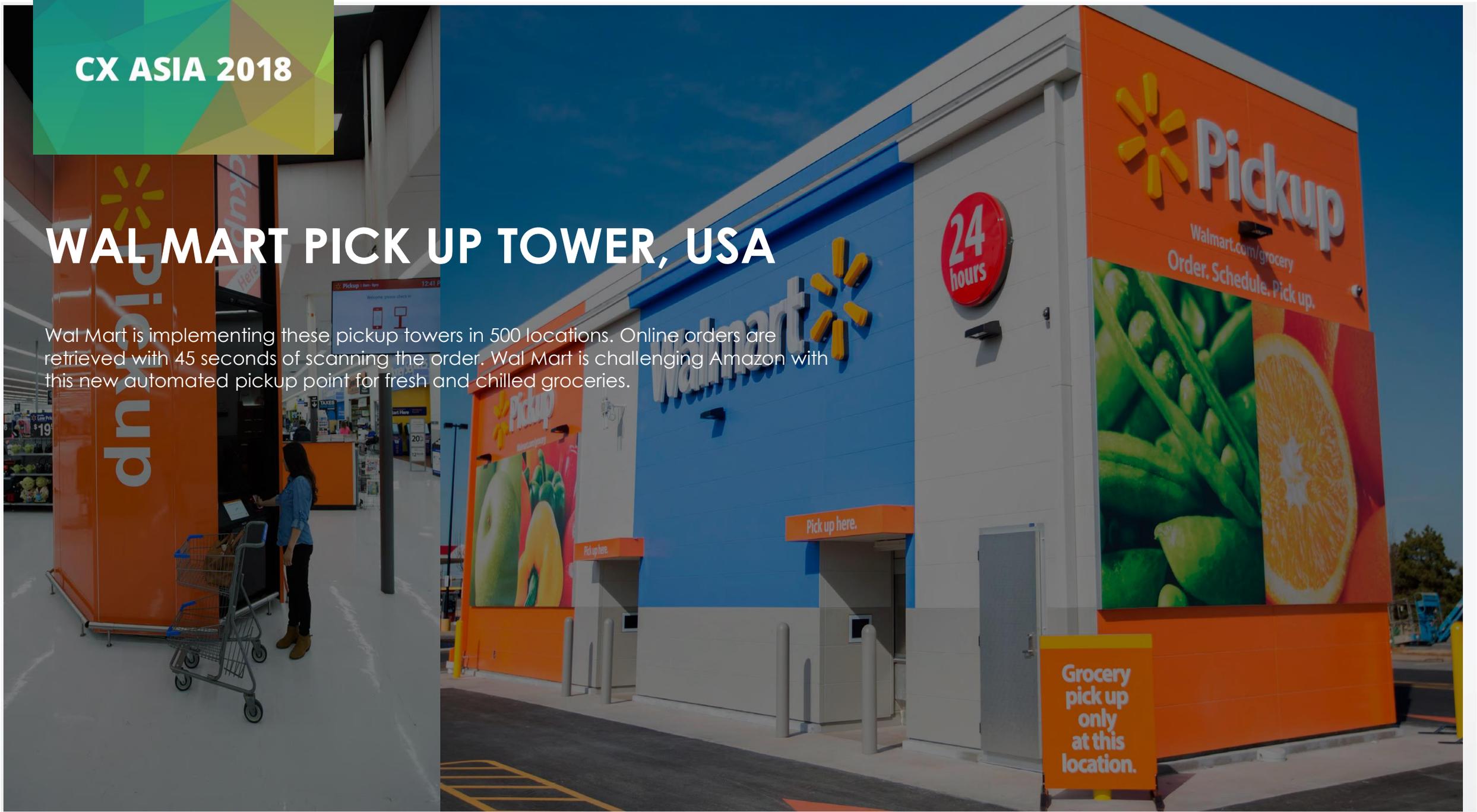
We are seeing the rise of the 'retail robot' where human interaction is replaced with technology in supermarkets, restaurants and pharmacies. However, as with all technology in retail, where it fails to add value to the customer experience, either through increased convenience or experience, then it is a wasted investment



CX ASIA 2018

WALMART PICK UP TOWER, USA

Wal Mart is implementing these pickup towers in 500 locations. Online orders are retrieved with 45 seconds of scanning the order. Wal Mart is challenging Amazon with this new automated pickup point for fresh and chilled groceries.



CX ASIA 2018

BINGO BOX AUTOMATED CONVENIENCE, CHINA

Bingo Box is an automated convenience kiosk powered by mobile. Shoppers register through WeChat to open the door. They scan each item's barcode and pay on their phone, either via WeChat or Alibaba's mobile wallet app, Alipay.



CX ASIA 2018

Virtual Stores

Whilst these concepts do harness mobile, they still replicate the store experience with pictures of products on virtual shelves.



CX ASIA 2018

JUMBO

JUMBO APP STOP, AMSTERDAM

Discount grocer Jumbo promotes its shopping app with a bus stop virtual store.



Hoe werkt de streepcodescanner?

1. Download de JUMBO app
2. Ga naar de streepcodescanner
3. Scan en bestel je boodschappen

Hoe werkt de streepcodescanner?

1. Download de JUMBO app
2. Ga naar de streepcodescanner
3. Scan en bestel je boodschappen

CX ASIA 2018

FRESH, DUBLIN

Traditional butchers and fishmongers now spend their time preparing meal solutions to go, rather than meat based ingredients.



Retailers are **freeing up** resources for re-investment in **innovation** and **customer strategy** to gain **competitive advantage** and drive growth

CLX helps organisations **unlock efficiencies, pay & reinvest** in customer initiatives and **stay ahead** of the trend delivering **customer centric services.**

You don't need capital to unlock efficiencies **now!**



Slide to unlock

SELF CHECKOUTS



20K
units

coles
Sainsbury's

\$200M
OF BENEFITS

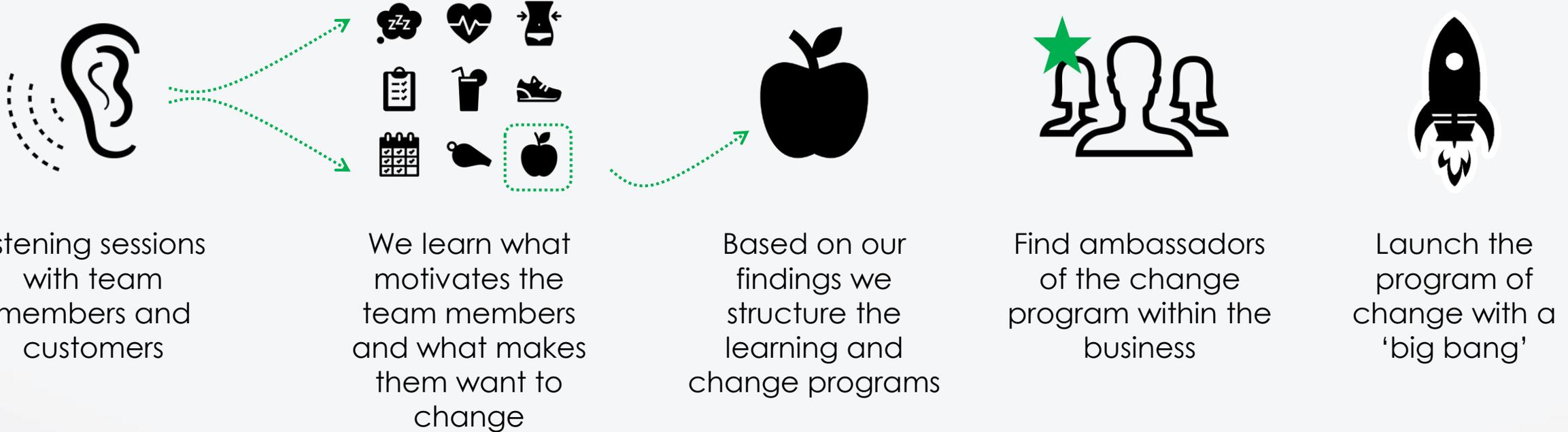
CX ASIA 2018

Rolled out over
20,000 self
checkouts units
across **Coles** and
Sainsbury's
facilitated by a
robust **change,**
project and
implementation
plan

CHANGE MANAGEMENT PROCESS

Its about the people impacted by the change, not the process

CX ASIA 2018



ENGAGEMENT AND TRAINING APPROACH

TRAINING IS NOT JUST A ONE DAY LEARNING SESSION

CX ASIA 2018



REVIEW AND
ORGANISATION NEEDS



CONTENT AND DELIVERY
METHOD



TRAINING AND POST
TRAINING

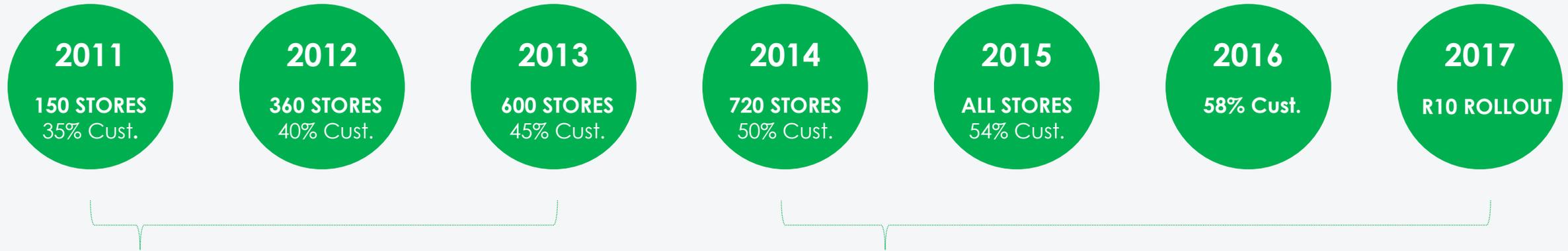


SUSTAINABILITY

THE COLES SELF CHECKOUT JOURNEY

OBJECTIVE: 50% OF CUSTOMERS SELF SCANNING BY 2015

CX ASIA 2018



KEY LEARNINGS

- i. Store layout
- ii. Future proof
- iii. Licensed team members
- iv. 5 Golden Rules
- v. Card vs Cash
- vi. Merchandise surrounding self checkouts
- vii. Branding of checkouts
- viii. Loss considerations
- ix. Broader education (support centre)
- x. Centralize look up and interventions

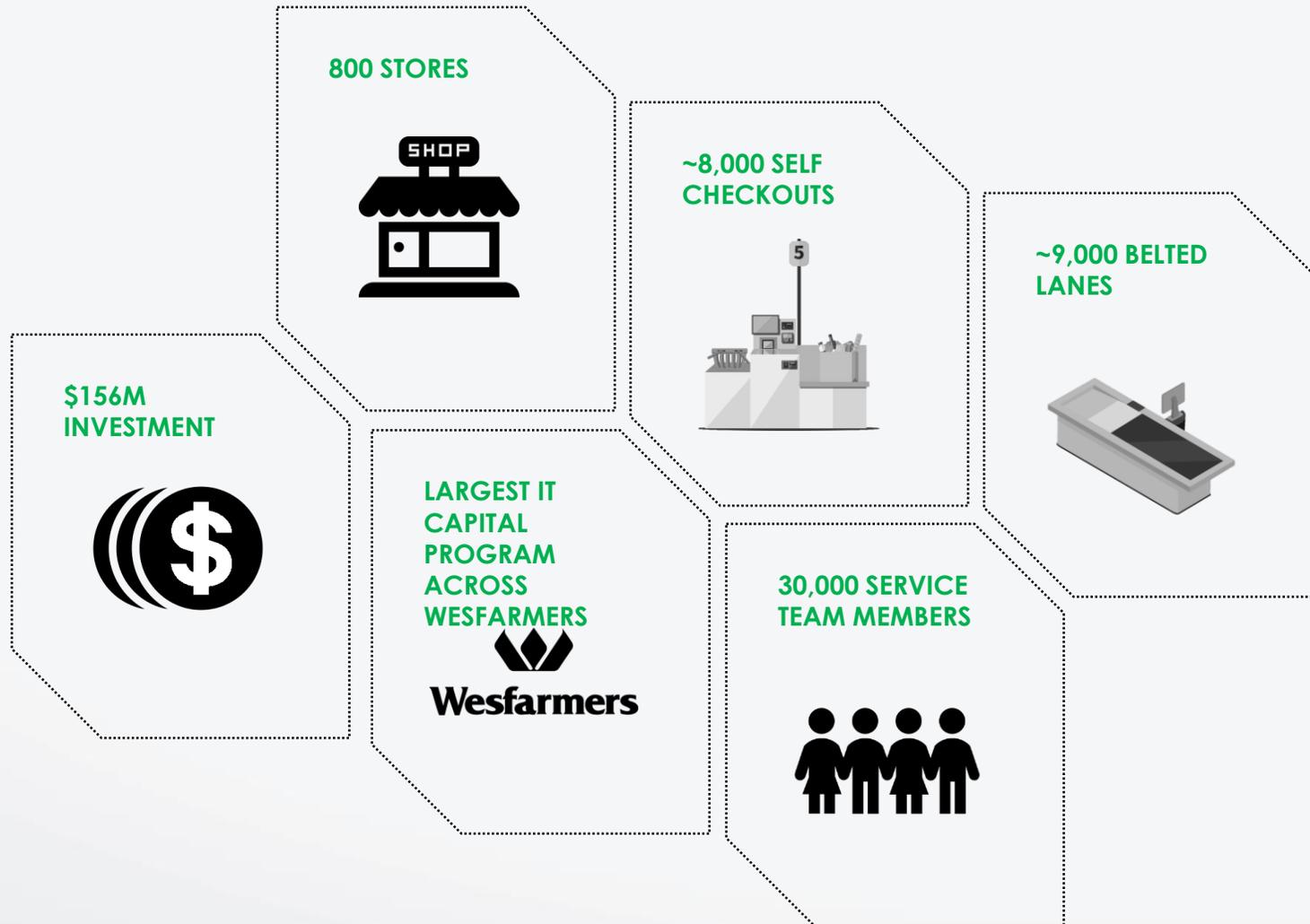
KEY LEARNINGS

- i. Rostering
- ii. Compliance – discipline operations
- iii. Consistent and standard review of process and policy
- iv. The right number of coaches in the area
- v. House keeping standards
- vi. State coaches
- vii. On peak and off peak model
- viii. Training and post implementation support
- ix. Measurement and reporting
- x. Hybrid belted self checkouts

CASE STUDY

COLES SUPERMARKET POS REPLACEMENT

CX ASIA 2018



It took **4 years** to finish the OneShop program, from the initial planning stages in **2013** to the last store rolled out in **2017**. This was done by a **strong relationship** with **NCR**

CASE STUDIES – COLES POS REPLACEMENT

“POS replacements are exciting for team members” said no one EVER!



We kept what was **great** in the **old** system



We **travelled** the **world** to find best practice



We **knew** the change plan was always going to define how successful the rollout was



We listened to **team members** and **customers** to understand what drives them and how they approach change in their every day life



We created a **fun, interactive** and **engaging** way of learning the ropes of the new system...so we delivered...



CONTENT AND MATERIAL DEVELOPMENT



Training Guides

Customer Service Guides

Facilitator Guides

Assisted Checkout Note Recycling Operational Training Guide



Assisted Checkout Note Recycling Training Guide

Contents

About Assisted Checkouts.....	3	How to Complete a bag series changerover – first week of each period.....	30
Roles and responsibilities.....	5	How to: Balance old series.....	32
Reports.....	6	How to: Perform the monthly Manager's Balance.....	33
Cash Status Report (CSR) docket.....	6	Printer handling procedures.....	34
Other reports – by the CM.....	6	How to Change Assisted Checkout receipt rolls.....	34
Cash Status Report (CSR) docket example.....	7	How to: Clear a paper jam.....	35
Cash management.....	8	Troubleshooting.....	36
Note comparison example.....	9	Customer change queries.....	36
Note recycling charts.....	9	Cash removal for NCR maintenance.....	37
Cash Management screen.....	10	Clearing jams in the Assisted Checkout Note Recycling unit.....	37
Logging CCSP service discrepancies.....	11	Checking the note path.....	38
CCSP escalation and issues procedure.....	11	Checking the leader cassette.....	39
Cash related queries.....	12	Checking the bundler (above the cash box).....	40
Non-cash related queries.....	13		

Assisted Checkout Note Recycling Training Guide

Note compartments example

- Note reader and dispenser – at top of chassis.
- Cash box – grey with yellow handle (backwards 'C').
- Leader cassette – grey box with yellow arrow.
- Recycling cassettes – grey boxes.

Note recycling chassis

The note recycling chassis needs to be unlocked in order to access any of the cassettes. To unlock turn the key to the 2 o'clock position and press the yellow tab back until the red is visible.

Locked – key position at 12 o'clock & yellow tab down. Unlocked – key position at 2 o'clock and yellow tab pressed up

Note: Each section of the note recycling chassis has LED lights that will help you locate errors and jams in the machine.

Christmas Service Training Store Support Centre

“Helping in stores” this Christmas

Welcome participants to the workshop
Explain: The purpose of today is to help you prepare for your time spent in stores over the Christmas period.

The housekeeping rules

- ✓ Mobiles on silent or off
- ✓ Participate actively in all activities
- ✓ There is no such thing as a ‘stupid question’

Introduction – set the scene

Christmas Service Training Store Support Centre

Say: Let's get hands on with bag packing. Who completed their Pack Man eLearning? Let's put what you learned into practice.

Working Safely

First things first, you need to always ensure you are set up to work safely. Demonstrate:

- ✓ Adjust the bag rack to your waist height - This will allow a smooth bagging technique and reduce over bending or over lifting of items
- ✓ Stand on anti-fatigue matting
- ✓ Standing up straight with your feet shoulder width apart.
- ✓ Do not twist your body, back or knees. Reduce rotation of your work and knees by leading with your feet – take a step or used a split stance
- ✓ Maintain good housekeeping practices and keep floors and your area free of slip and trip hazards
- ✓ Always use two hands to lift bags

Why this is important?

Christmas Service Training Store Support Centre

Customer Engagement

Let's work through the key activities that you will be completing so that you are prepared to delight our customers. As the “helping hands” in our stores, you will make a great contribution in improving our customer experience in store particularly during the peak Christmas trade period.

There are four key roles that you will play in store are:

Store Greeter

- Greet all customers with a smile and a friendly hello
- Offer baskets and help customers with their trolleys
- Offer customers Coles Brand product samples.
- Farewell all customers and wish them a Happy Christmas

Facilitators notes

- The store greeter is the face of our stores so it's important that they are bubbly and outgoing.
- Remember to always be dressed in your “Here to Help” vest
- Store comms has product suggestions for sampling and active selling

Main Lane Checkouts

- Continually stocking checkouts with bags
- Helping customers to unload their groceries onto the checkout belt
- Assisting in packing bags during transactions
- Loading customer bags into their trolleys
- Chatting with customers during the transaction

Facilitators notes

- Demonstrate correct method, dimples facing the correct way so easy open feature works
- Store comms has product suggestions for sampling and active selling
- Chatting and helping keep kids occupied
- Let your personality shine
- Use your initiative and be pro-active

Key Responsibilities:

- Engage with all customers: a simple smile, nod or hello is all it takes.
- Proactively offer customers assistance:
 - Offer to walk customers to locate items (take me, show me)
 - If an item is not on show, look for the item at back of house or ask another team member to help locate the stock
 - Offer product substitution for out of stock item
 - Offer Coles Brand product for free as a trial
- Explain to customers what they need to do to redeem at the register
- Engage in conversation with customer about product choices, recipes and small talk:
 - Once assisted customer to locate the product, ask the customer if they require any other assistance? “Is there anything else I can help you with today?”
 - Engage with customer of the new Carry to Car Service
- Proactively hand out baskets to customers carrying several items.
- Offer additional assistance to customers with disability or using mobility aid.
- Keep an eye out for customers who may need additional assistance. I.e., straining to reach a product, having difficulty in reading a ticket, parents with a pram trying to juggle a basket etc.
- Use a safety step to reach product if it is too far to reach.

About this guide

Purpose of this guide

This Facilitator Guide provides a master reference document to help you prepare for and deliver this Exemplary Service Workshop. This Facilitator Guide is a comprehensive package that contains:

- Preparation required for the program.
- Checklists of necessary equipment, stationery and other resource materials.
- The program delivery sequence.
- Delivery guidelines and key messages to cover.

The role of the facilitator

Facilitate the Gaps

This workshop is based on the Facilitate the Gaps model. Facilitating the Gaps is used to encourage participant engagement by drawing on the existing knowledge and experience of participants. Using this model allows participants to learn from each other and be guided by the facilitator to achieve the required learning outcomes.

Your role as a facilitator in this workshop is to guide the group towards an understanding of what it means to provide exemplary customer service, often by asking the group a question, and then filling in any gaps in participant's knowledge.

Module & Activity	Flipchart Description
House-keeping	<p>“Ensuring a great learning environment”</p> <ul style="list-style-type: none"> • Listen to each other and respect opinions • Do not speak over each other • Mobiles on silent or off and put away • Keep breaks to time • Participate actively in all activities • There is no such thing as a ‘stupid question’ • ... [to be added]
Check in	<p>“Check in”</p> <ul style="list-style-type: none"> • Name, role, years of service • What do you believe the impact of Team Members being on AUTOPILOT is on customer service? • What makes standout customer service in your mind
The Good, the Great, the Bad, and the Ugly!	
Personal Insight Sheet	<p>“The Good, the Great, the Bad, and the Ugly!”</p> <ul style="list-style-type: none"> • Reflect on what you see that you might do and what the impact of this is on your customers...
Personal Action Plan	<p>“My Personal Action Plan”</p>
Guided Reflection & Debrief	
Guided Reflection Rules	<p>“Guided Reflection Rules”</p> <ul style="list-style-type: none"> • Follow the pace of the facilitator • Don't over think it • This is for YOU and YOU alone – so be honest! • This is personal reflection, not an open discussion
Reflection Sheets	<p>“Reflections on where I'm at today...”</p> <ol style="list-style-type: none"> 1. On a scale of 1-10, 1=Role Model – 10=Brand Damager, how would my Manager rate me in my ability to provide exceptional customer service, each and every customer interaction I have?

1 Bespoke training content tailored for each individual retailer

2 Facilitator guides fully documented so retailers can use to “train trainers”

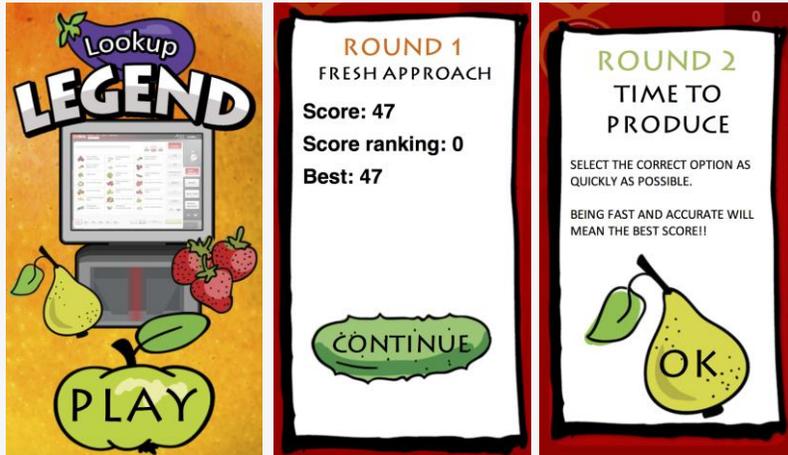
3 Customer service methodologies teaching team members the basics of customer service, step by step instructions

4 All 30,000 team members received half a days training in purpose built training venues

A FUN, COST EFFICIENT AND INTERACTIVE WAY OF LEARNING

CX ASIA 2018

1. Lookup Legend



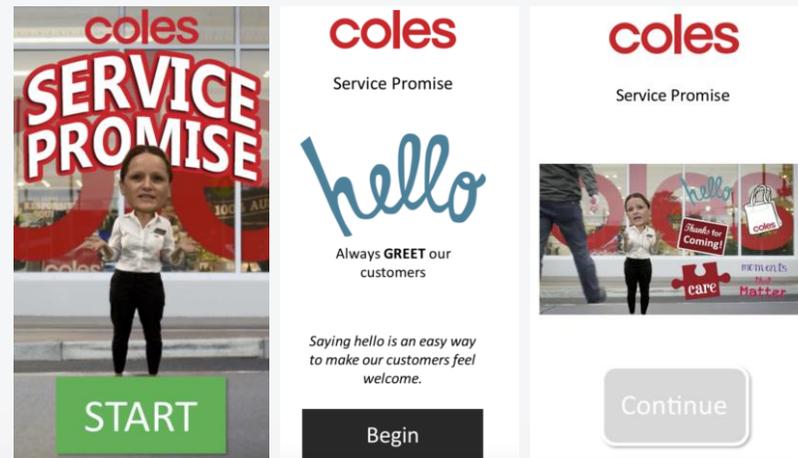
2. Scanning Integrity



3. Pack Man



4. Service Promise



1 Lookup legend helps team members **quickly identify** shopping items and locate them quickly on the checkout look ups.

2 The scanning integrity modules help team members scan items accurately. Initially there was a **9%** error rate.

3 Pack Man helps team members to learn the **optimal** way of packing a bag

4 Service Promise taught team members the basics of delivering great customer service

BENEFITS & RESULTS

Change management optimised the benefits and results



Because we took the time to plan and understand the change impact and how team members would deal with the change the OneShop program landed in all 800 stores....



On time: Change over for all stores was done on time for all stores.



Within budget: The whole program was conducted within budget despite budget pressures and stretch targets



Minimal Disruption: The solid change plan meant that stores were not disrupted too much and all stores cut over with no loss to sales or trading time



Benefits: The program delivered the business case benefits of \$52M of annual efficiencies



Customer Satisfaction: No state saw a drop in customer satisfaction post implementation, customers noticed the difference but saw it as a good change



IN CONCLUSION THEN...

- Retailers need to find ways of operating more effectively to **unlock efficiencies** in their store
- You don't need capital to unlock efficiencies **now!**
- Implementing change **is not easy** that's why we need a great people and process plan
- Change needs to be focused around the **people** impacted by the change rather than the changed **process** itself
- Give people a **reason** to change and they **will**
- The future of retail is exciting if you as the retailer are willing to challenge the norm and give customers what they **really want**

CX ASIA 2018

Thank You!

tony@clxprofessionals.com

+61(0)402121464