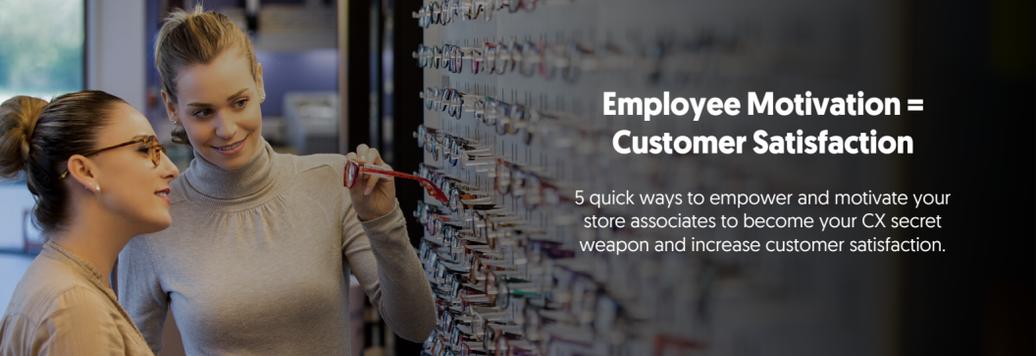


# Store Associates: Your Biggest Customer Champions

A look at how front line staff are championing the customer and becoming retailers CX secret weapon



## Employee Motivation = Customer Satisfaction

5 quick ways to empower and motivate your store associates to become your CX secret weapon and increase customer satisfaction.

1

### Give store associates power over range and discounting decisions

*"We don't have area managers at Lush. The culture is set at a local level from store managers, so every store has its own unique atmosphere and vibe."*

- Kat Hannible, Retail Director, Lush



2

### Share positive customer feedback with them

19,424

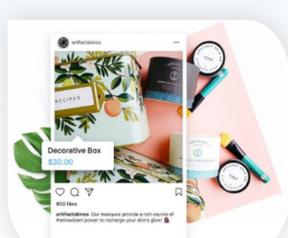
Thank you's collected on the Critizr Your Customers Say Thank You portal. A place where customers wrote messages of support to frontline teams which could then be used to motivate staff.

3

### Ask them to manage their social media channels

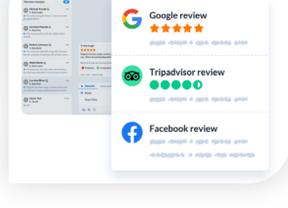
90%

of consumers reach out to brands on social media. Having well-managed individual store accounts can improve the omnichannel CX.



4

### Make it easy to communicate with head office



Frontline workers should have access to customer feedback and feel their HQ teams are listening to them.

Store associates provide valuable customer information so communication between departments is essential.

5

### Increase pay or offer alternative benefits

Aldi provided it's 30,000 store assistents a minimum hourly rate of £9.55 nationally, up from £9.40 and Morrison's boss, David Potts gave staff a permanent pay increase, with every supermarket worker now earning at least £10 an hour:

*"I want to express my sincere thanks to every single Aldi colleague who stepped up when it mattered and helped us succeed in our most important mission of all – feeding the nation."*

- Giles Hurley, Chief Executive, Aldi UK and Ireland

*"Our colleagues have earned this new pay deal – and their status as key workers – many times over."*

- David Potts, Chief Executive, Morrisons



6

### Equip staff with the right tools

It is vital that employees feel confident in using new tools and technologies for capturing customer feedback, whatever form it takes.

*"We've introduced all sorts of digital technologies to support them with making sure we make their lives easier on the sales floor so they can spend more time with customers"*

- Helen Milford, Stores Director, Marks & Spencer



*"We're using Google Hangouts and Jamboards to get feedback and opinions so our staff can let us know what they need. It's really enabled collaboration and sharing of best practice."*

- Kat Hannible, Retail Director, Lush



## Going the extra mile

Here are some inspiring stories of store associates who have gone the extra mile for their customers.



Store manager Vicky Martin assisted an elderly customer who was shielding but needed to purchase food for her dog. After locating all the items she arranged for them to be delivered to the customer's house. The grateful customer left cash in an envelope outside their home.



Boots' Prestatyn Store Manager, Emma Hodnett personally delivered prescriptions to elderly and vulnerable patients after her long shift at work was over, sometimes with a bunch of flowers in tow.



The staff of Morrisons' Cannock store sent a hamper of baby clothes and supplies to a pregnant customer whose house had been struck by lightning.



## #ProudOfMyStore

Right now, retail stores teams all over the world are achieving some amazing things and overcoming great challenges. Discover some of the proudest stores at [www.ProudOfMyStore.com](http://www.ProudOfMyStore.com)

Insights taken from the 'Customer Champions: How to make frontline staff your CX secret weapons' report, in partnership with Retail Week.



With additional commentary from retailers including, Kingfisher, John Lewis Partnership, Co-op and Sephora, download the Customer Champions report, in partnership with Retail Week here: