

High Touch



**Rekindling the Lost Art
of Human Connection**

COURSE OUTLINE

1. The Global Retail Trends
2. Human vs. Robots
3. The Lost art of Human Connection
4. The Art of Touch
5. Culture
6. Retail Excellence
7. Leadership
8. Servicing the Elite
9. CRM
10. The Heart of Service

WHY SHOULD
I BUY FROM
YOU?



Cheaper, Faster, More Options

亲, 请登录 免费注册 手机逛淘宝

我的淘宝 购物车 收藏夹 商品分类 卖家中心 联系客服 网站导航

淘宝网 Taobao.com

宝贝 天猫 店铺

“唤醒打”唤醒新年好运气~

搜索 高级搜索

手机逛淘宝

时尚女包 羽绒服 雪地靴 毛呢外套 男鞋 时尚保温杯 进口零食 新款棉衣 秋冬四件套 秋冬童装 皮衣 新款毛衣 打底裤 更多>

淘宝特色服务

主题市场 更多

淘宝女人 运动派 情侣
淘宝男人 孕婴童 家居
美容护肤 中老年 美食
保险理财 有车族 装修
手机数码 生活家 游戏

特色购物

淘宝二手 拍卖会 聚逛逛
淘宝商城 全球购 扶贫
淘宝网学 淘女郎 星店
淘宝众筹 B格 动漫 腔调
生活服务 淘宝达人 搭配

优惠促销

天天特价 免费试用 清仓
一元超拍 淘金币 夜场购
阿里旺旺 支付宝 来往

天猫 聚划算 超市 阿里旅行 司法拍卖 一淘 电器城 美妆网购 云智能 特色中国 消费者保障

公告 规则 论坛 安全 公益

高非携阿里推农村电商 打假, 不说资源上期!
天猫消费者体验再升级 蒋天星让假货无处遁行

Hi 你好

领淘金币换钱 会员俱乐部

登录 免费注册 免费开店

便民服务

话费 游戏 旅行 保险
彩票 电影票 点外卖 理财
电子书 音乐 水电煤 火车票

抢

WARM 暖暖 保温杯 暖胃又暖心

保暖爆款清单3折起 豪礼不断, 今冬美丽动人

Canon SAMSUNG TOPSKY 贝尔莎
圣西罗 Pampers 塔牌 HUGGIES
SOFO 飘龙 INTEX

清仓抢购 百米镜框顺丰包邮

If I know
as much as YOU...



The Global Retail Trends

Retail is facing a historic moment of truth

- Retail has reached a tipping point, and it's looking like an uphill battle from here.
- Amazon is getting incremental new business and taking share from everyone else.
- You combine rising inventories with traffic declines, and you have a big problem.

Bob Pisani | @BobPisani

Published 1:47 PM ET Fri, 12 May 2017 | Updated 4:01 PM ET Fri, 12 May 2017



“25% of Malls will close by 2022”

Time Money



The exterior of the Springdale Mall in Mobile, AL on July 9, 2017. Brian Ulrich for TIME

SHOPPING

Why the Death of Malls Is About More Than Shopping

EDIT POST

Singapore island-wide mall vacancies at a Seven-year high

May 2016, Bloomberg



Bloomberg

Markets

Tech

Pursuits

Politics

Opinion

Businessweek

Sign In
Subscribe



Empty Stores Multiply as Singapore No Longer Shoppers' Paradise

Photographer: Sanjit Das/Bloomberg

Feel closer to

NEWS, BUSINESS

CBD MALL ONE RAFFLES PLACE HIT BY RETAIL SLUMP; BIG BRANDS LIKE UNIQLO AND VICTORIA'S SECRET CLOSED

By Coconuts Singapore May. 24, 2017



53



9



62

SHARES



Hong Kong's retail slump to continue

STAFF WRITER - AUGUST 8, 2016



State of play

Toys “R” Us files for bankruptcy

The rise of e-commerce did for America’s former favourite



The Lost Art of Human Connections...



Case Study: Hai Di Lao





“What’s
Missing?”



Customers
are
NOT
Numbers!

The Problem with Professionalism



THE OF SERVICE

Lessons in Customer Service
from the top and the bottom!

SHAUN HOON

Unless!
you can convince
them to reach
from the Heart!

“Humans are behaving increasingly
more like Robots and
Robots – More like Humans!”

Siri



Can Human defeat
Robots?

The Art of

Touch



What is High Touch Service?

British Airway



1. Love

India Air Bnb



2. Feelings

Anthony Wong



3. Kindness



Interview Dk Kemariah Duraman

India Uber



4. Care

Cleveland Clinic



5. Empathy

The Art of Touch

1. Love
2. Feelings
3. Kindness
4. Care
5. Empathy

Human Connection

When High Touch Goes Wrong

Love Actually



Über SSR



A Better Question!

*How can Human
benefit from Robots?*

Stores find own ways to beat retail slump



”

BANKING ON NICHE PRODUCTS

Offering reasonable pricing as well as curating and offering unique products and services is key... so we don't rely too much on walk-ins, but rather on regulars and people who find us via the Internet.

MR CARL HUANG, 31, co-founder of footwear store Carl & Oak.

”

Megafash has grown from an online store to seven bricks-and-mortar shops. Its annualised gross merchandise sales for last year was reportedly \$8 million.

Straits Times: 29 May 2017

Exercise:

How would you sell a \$250 Million Property?



Break!



CULTURE

Best of Japan





The Basic Calling to Serve ...

Discussion:

Why does Brunei's Customer Service Suck?



Hit \$1billion in sales 2009

Best Company to work for: Fortune

Multiple Best Customer Service Awards



Next Day Delivery
365 Days Postage Paid Return
No Phone Script!

75% OF SALES

REPEAT
CUSTOMERS

The Zappos Refund...



Zappos Core Value

- Deliver Wow through Service
- Embrace and Drive Change
- Create Fun and A Little Weirdness
- Be Adventurous, Creative, and Open-Minded
- Pursue Growth and Learning
- Build Open and Honest Relationships With Communication
- Build a Positive Team and Family Spirit
- Do More With Less
- Be Passionate and Determined
- Be Humble

Retail Strategies

It takes 3 Seconds to Customers to
Determine whether they
Like You
Trust You
and
Whether or not they want to do
business with you!

How to Create A Great First Impression?



Anticipate



Leadership



When Customer
Service Suck;
Who do you
FIRE?

What if...?

- I am not suited for the role?
- No body ever recognises my good work?
- No one ever taught me about the products?
- I have no permission to make any decision?
- I don't feel my contribution is important?

Leader's Responsibility

- Recruitment
- Training
- Incentives
- Recognition
- Empowerment
- Morale



Employee's Responsibility



Servicing the Elite

Exercise:

How would you sell a \$250 Million Property?



\$ 250M House



The background of the slide is a dark brown or black surface covered with a repeating pattern of the Louis Vuitton monogram. The pattern includes the letters 'LV' in a stylized font, four-petaled flowers, and circular motifs containing a flower or a diamond shape.

Louis Vuitton's High Touch

Training | Standards | Execution



Top Customers are
graded, and all the
staff are expected to
not only know their
names, but research
on their
background.



Hire People Crazy about your Products!



Charles Djaileb,
Paris



Don't Assume!

Rhadika Oswal

passion



Louis Vuitton ONLY?



Finding Passion Beyond Labels



1. What is my Shoe size?

2. How many pair of shoes do you have?

How to convert
impassionate staff?



CRM

What is your CRM Strategy?

The Heart of Service



Privilege to Serve



Home Work

- ShaunHoon
- +673 7174286
- Shaun@catalyst.com.bn



Want today's Slides?

www.EngineeringGrowth.com

2 Questions

- What Strikes You about today's lesson?
- What Change Are You Going to Make?

Student of Life



*Finding Happiness, Meaning
& Purpose for Your Life & Career*

FRIDAY
13th Oct