

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?



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电子书

起张

If I know as much as YOU...



The Global Retail Trends











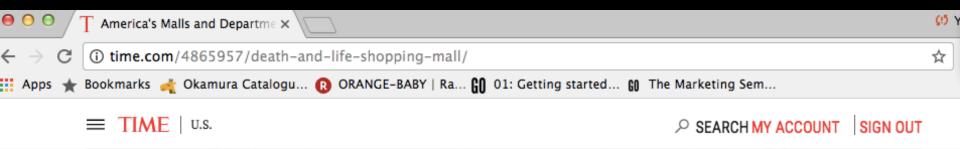
- Retail has reached a tipping point, and it's looking like an uphill battle from here.
- Amazon is getting incremental new business and taking share from everyone else.
- You combine rising inventories with traffic declines, and you have a big problem.

Bob Pisani | @BobPisani

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









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

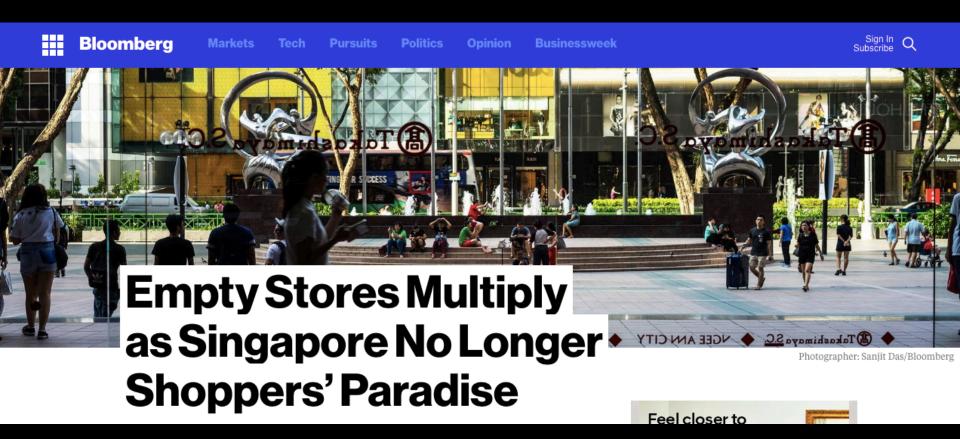
SHOPPING

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



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

By Coconuts Singapore May. 24, 2017

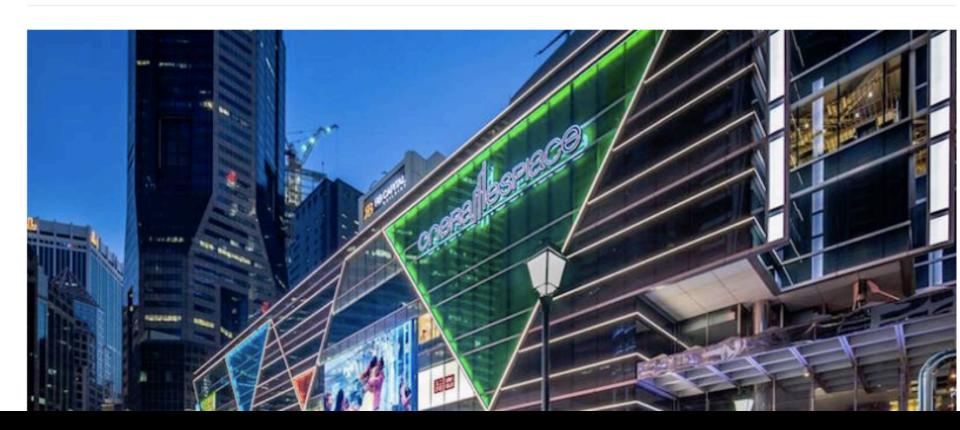


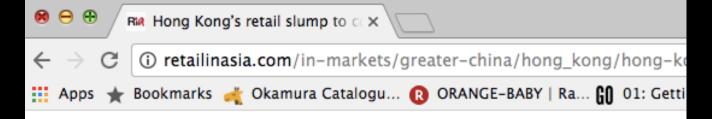












Hong Kong's retail slump to continue

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





SHAUN HOON

Unless!

you can convince
them to reach
from the Heart!

"Humans are behaving increasingly more like Robots and

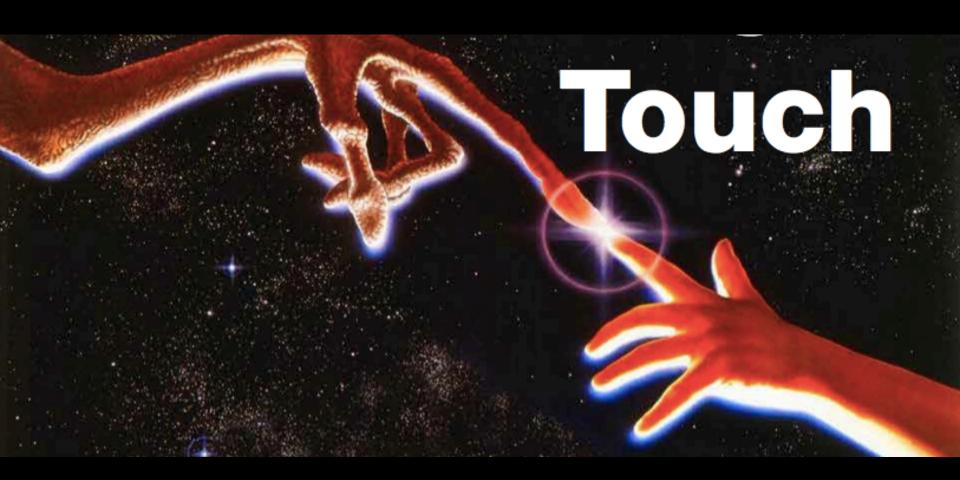
Robots – More like Humans!"

Siri



Can Human defeat Robots?

The Art of



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



Uber 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





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!





Don't Assume!

Rhadika Oswal



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

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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