

























“The next retail gold rush will be achieved by increasing...”

**“VISIT MINUTES”**

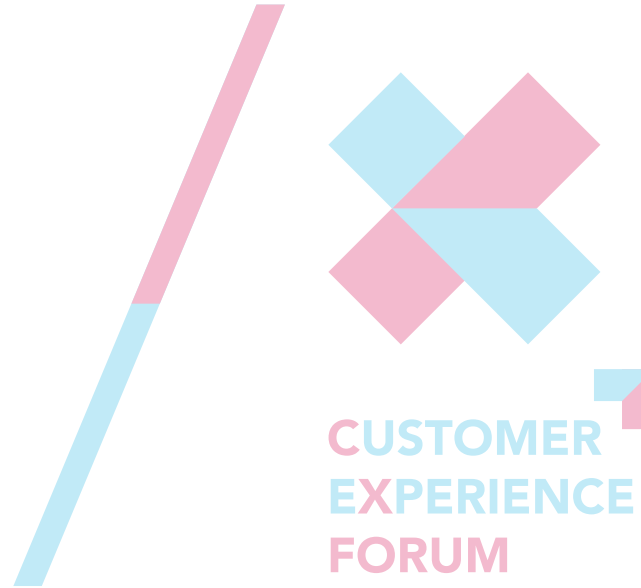
**PHYSICAL**

**DIGITAL**

**INCREASE  
CONVERSION**

**Level 1  
ENGAGE**

**PRO-ACTIVITY** IFF 2018



**Be In The Right Place – At The Right Time**

**The Passport To Productivity**

# PRO-ACTIVITY

CUSTOMER  
EXPERIENCE  
FORUM

**INCREASE  
CONVERSION**

**Level 1  
ENGAGE**

**HELLO**

**IFF**  
2018



**Be In The Right Place – At The Right Time**

**More than a WORD.... a LANGUAGE!**

HELLO

2019

CUSTOMER  
EXPERIENCE  
FORUM





**INCREASE  
CONVERSION**

**Level 1  
ENGAGE**

**ASSESS INTEREST**



**Be In The Right Place At the Right Time**

**Ready or Not...Here They Come!**

# ASSESS INTEREST

CUSTOMER  
EXPERIENCE  
FORUM

**INCREASE  
CONVERSION**

**Level 1  
ENGAGE**

**GIVE & GO** IFF 2018



**Say The Right Thing – To The Right Person**

**Stop Hearing “NO”!**

# GIVE & GO

CUSTOMER  
EXPERIENCE  
FORUM

**INCREASE  
CONVERSION**

**Level 1  
ENGAGE**

**CONNECT** IFF 2018



**Say The Right Thing – To The Right Person**

**The More We Connect, The More We  
Convert**

# GOCONNECT

2018

CUSTOMER  
EXPERIENCE  
FORUM

**INCREASE  
CONVERSION**

**Level 1  
ENGAGE**

# **RE-CONNECT**

IFF  
2018



**Say The Right Thing – To The Right Person**

**Turn NO into  
YES!**

# RECONNECT

CUSTOMER  
EXPERIENCE  
FORUM



**INCREASE  
BASKET SIZE**

**Level 1  
ENGAGE**

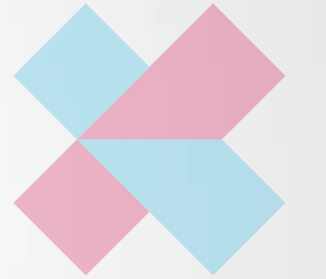
**IDENTIFY NEEDS & LIKES  
PRESENT PRODUCTS**



**Say The Right Thing – To The Right Person**

**Knowing Before Showing**

**IFF**  
2018



**CUSTOMER  
EXPERIENCE  
FORUM**

**INCREASE CONVERSION  
&  
BASKET SIZE**

**Level 2  
EXPAND**

# BALANCE MULTIPLE CUSTOMERS

IFF  
2018



**Say The Right Thing - To The Right Person**

## **The Art of Spinning Plates**

**BALANCE  
MULTIPLE  
CUSTOMERS**

Q18

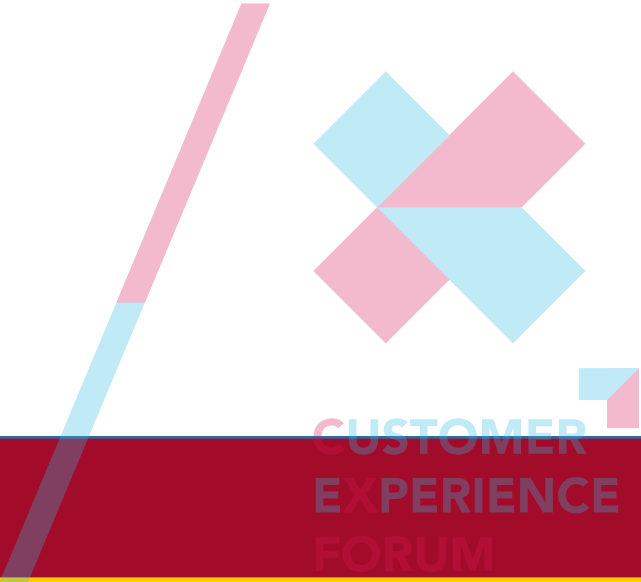


CUSTOMER  
EXPERIENCE  
FORUM

**GAME**

**EXECUTE**

**IFF**  
2018



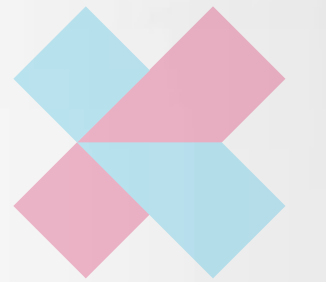
CUSTOMER  
EXPERIENCE  
FORUM

Thank & Encourage

**BEGIN with END in mind**

**THANK**

IFF &  
2018

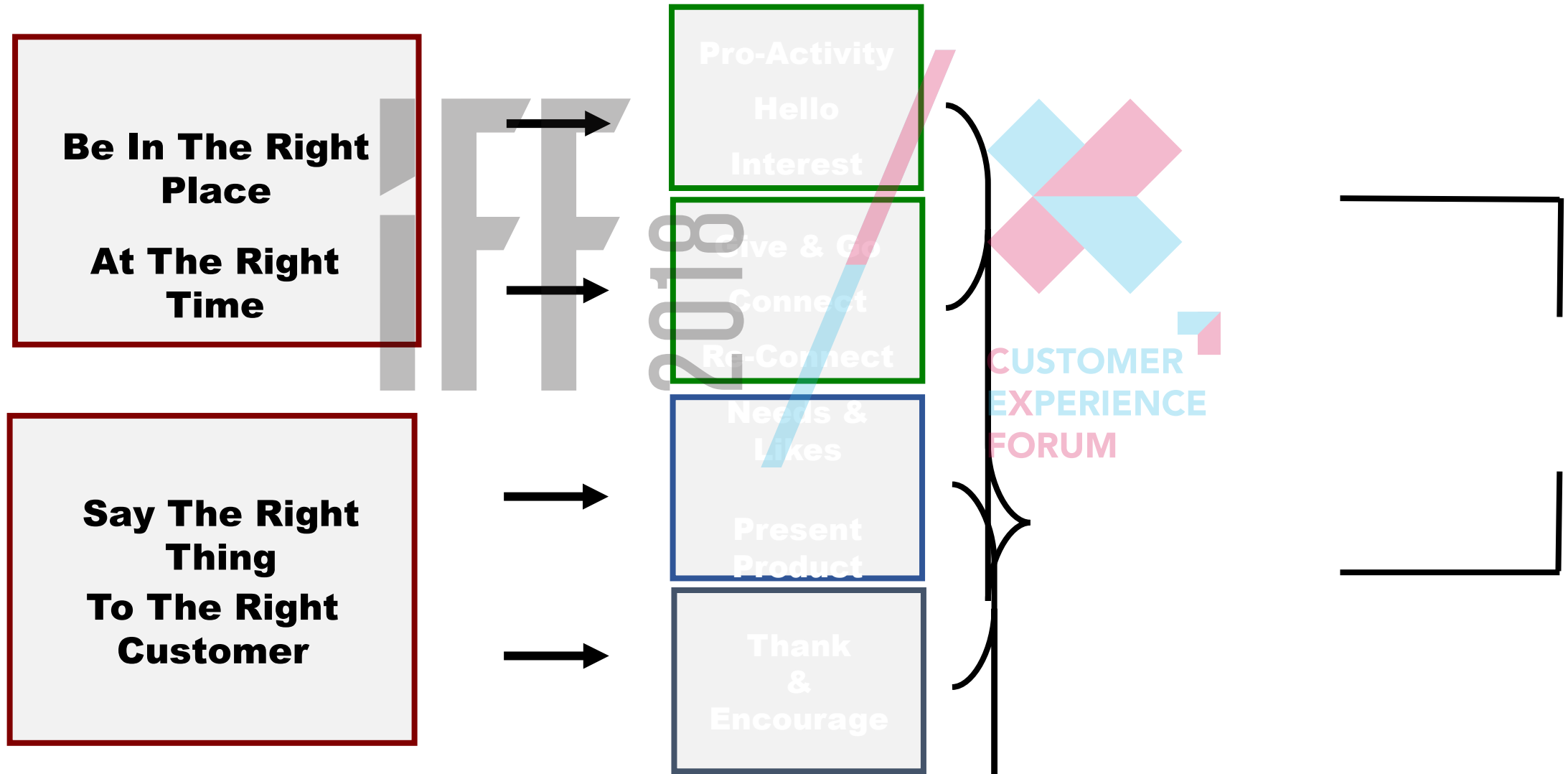


CUSTOMER  
EXPERIENCE  
FORUM

**ENCOURAGE**

# Quantify Customer Interaction

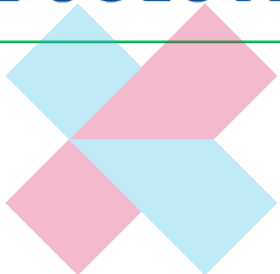
no



TOP-LINE SOLUTIONS

YACOBBIAN

IFF  
2018



CUSTOMER  
EXPERIENCE  
FORUM

IFF  
2018

