

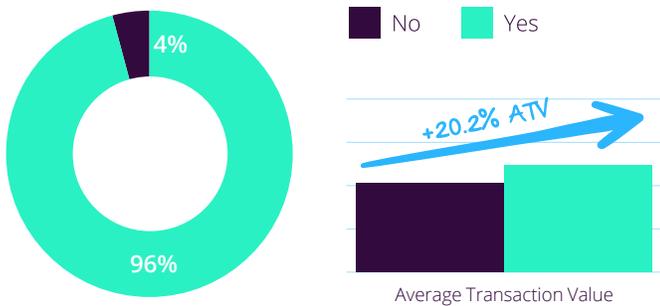


TruGems:

In-Store Service Standards

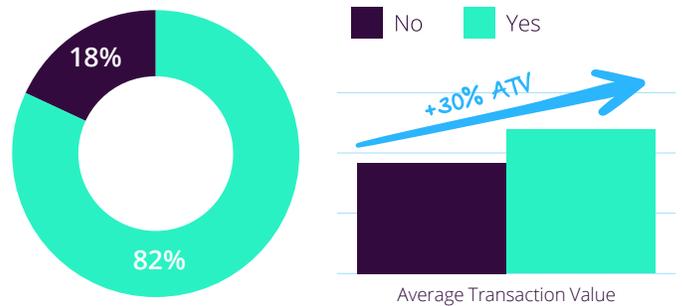
In a world focused on technology and experiential delight, good old-fashioned customer service can sometimes feel a little out of date. While we all conceptually understand the merits of good service, being able to pinpoint where you're succeeding or failing across the entirety of a store estate isn't always quite so easy. What if you could see in real-time the variety in performance of key service standards across every store, and even more significantly, how those standards are impacting customer spend? What would you measure first?

"Did staff greet you today?"



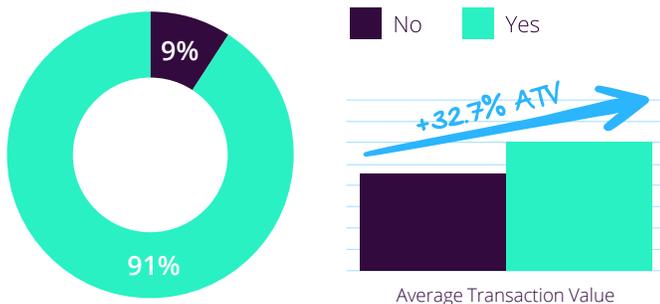
Something as simple as greeting a customer does have a big impact on the customer experience and also translates into higher spend. Do your customers feel welcomed?

"Did we ask your name today?"



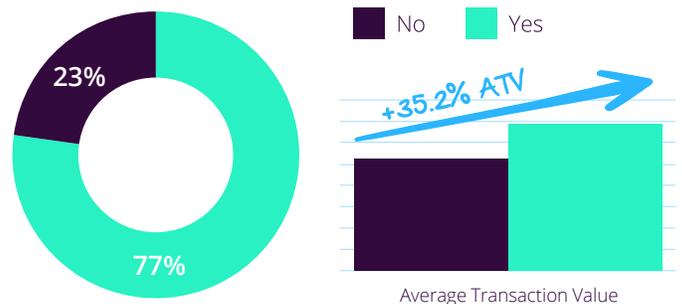
Asking for a customer's name is another small touch that results in higher spend and customer satisfaction. Are your customer interactions authentic?

"Did staff explain the product benefits?"



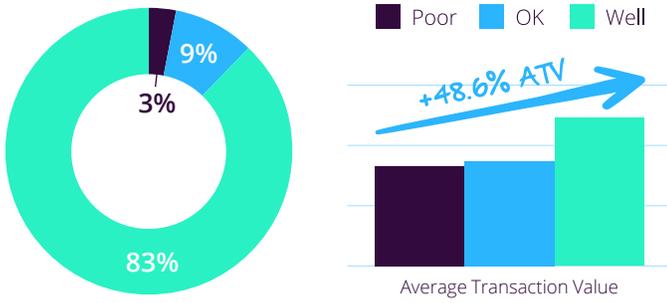
By focusing on the benefits of a particular product, customer's are more likely to remember the experience, see greater value and spend more with you at the same time. Are your teams selling features or benefits?

"Were you offered additional items?"



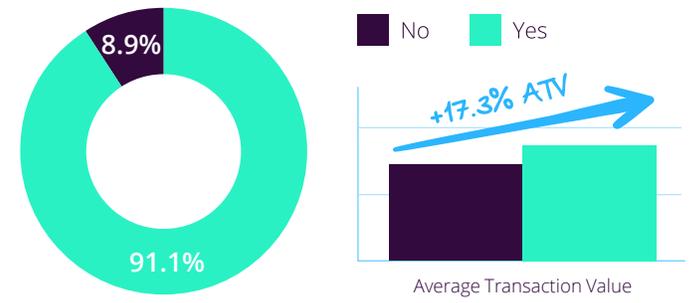
By being consultative with customers and offering additional items based on identifying needs, customers will spend more. Are you measuring this 100% of the time?

"How well do we know our product?"



If your staff know your product range well, your customers will feel confident in their purchase. Informed decisions make us feel great and it increases customer spend too!

"Staff made you aware of our VIP program?"

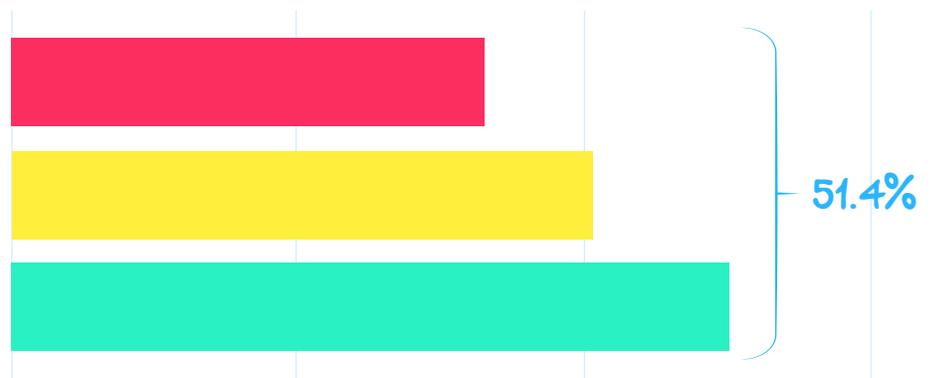


Does your store have a loyalty program in place? Do your customers know about it? By training staff to make customers aware of loyalty schemes, you can help increase spend, boost your margins and increase customer loyalty.

Service 'fans' can spend up to twice as much in-store

When it comes to service, we've measured extreme differences in spend between Disappointed customers and Fans. For specialty retailers we see a huge 51.4% lift showing the pronounced impact that in-store service can have on ATV.

Disappointed Indifferent Fans



TruRating allows us to compare the customer experience at each of our stores, pinpoint key areas where we could be improving and quantify what it's worth.



- Steve Younane, CEO RPG, Master Retailer for Nike Stores in Australia and New Zealand



Every time your customer rates, TruRating donates to one of three international children's charities. To learn more, visit trurating.com/charity

Learn more today:

Call 1-855-965-1960 or email us at hello@trurating.com