





Aptean Retail ERP

Elucid Edition

The Secret to Outstanding Customer Service



aptean Ready for What's Next, Now™





Introduction

Channels are multiplying, seasons are shortening, delivery times are shrinking, and competition is intensifying. And in the midst of all this, consumers can spread the word about their experiences – positive and negative – far and wide.

But beyond the fear of a bad review, there's a lot that retailers can take from customer feedback – and plenty that customers themselves can learn too. Research shows that **displaying five product reviews makes people 4 x more likely to buy from your brand.**

Shopper satisfaction has been at its lowest point since July 2015. Is it any wonder, given the sheer number of moving parts that retailers are having to contend with?



How can your business turn
consumer responses into a
learning tool, to enhance the retail
experience and achieve that all-
important **5 star rating?**





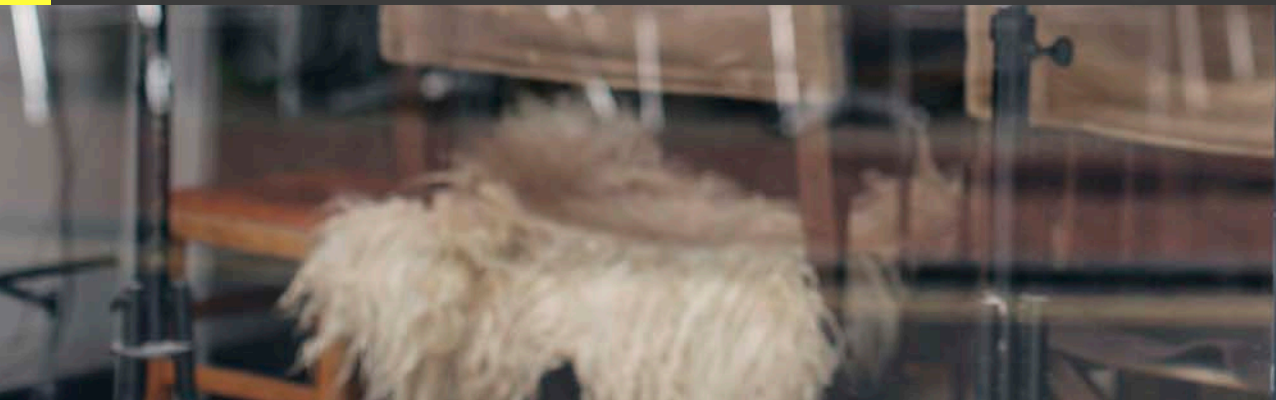
Nearly **95%** of shoppers read online reviews before making a purchase.

Spiegel Research Centre



Aptean spoke exclusively to four industry-leading retailers about how they **keep their customers happy.**

Here's what they had to say.





Richer Sounds

Julie Abraham | CEO

The Richer Sounds ethos is to look after our colleagues first, because if we take good care of them, we know they'll take good care of our customers. We pay well, we train well, we acknowledge hard work, and we give people the tools to make their job as easy as possible.

- › **We show Richer Sounds colleagues their value in many ways.** We're proud to pay the living wage (as per the Living Wage Foundation); we make work fun, and ask colleagues to provide weekly morale scores, so that we can quickly resolve any problems. We make sure our colleagues always feel appreciated. It's not just about the money.
- › **Recognition is a huge part of our culture.** You'd be amazed how many people work hard within other businesses, and nobody even thanks them. We praise our colleagues' commitment and encourage their input, advocating two-way communication.
- › **Consultation is key to the way our business is run.** We want to give people technology that makes their life easier, and ensure they are using it properly. We run new processes and ideas past our Colleague Council for feedback before we roll out across our stores. Our business is about our colleagues and our customers, and technology needs to enhance the way we achieve that.
- › **If retailers are struggling to achieve the customer ratings they want, they need to ask why.** Negative experiences – customer reviews and colleague comments – are more important than compliments, because they highlight areas you need to improve upon.

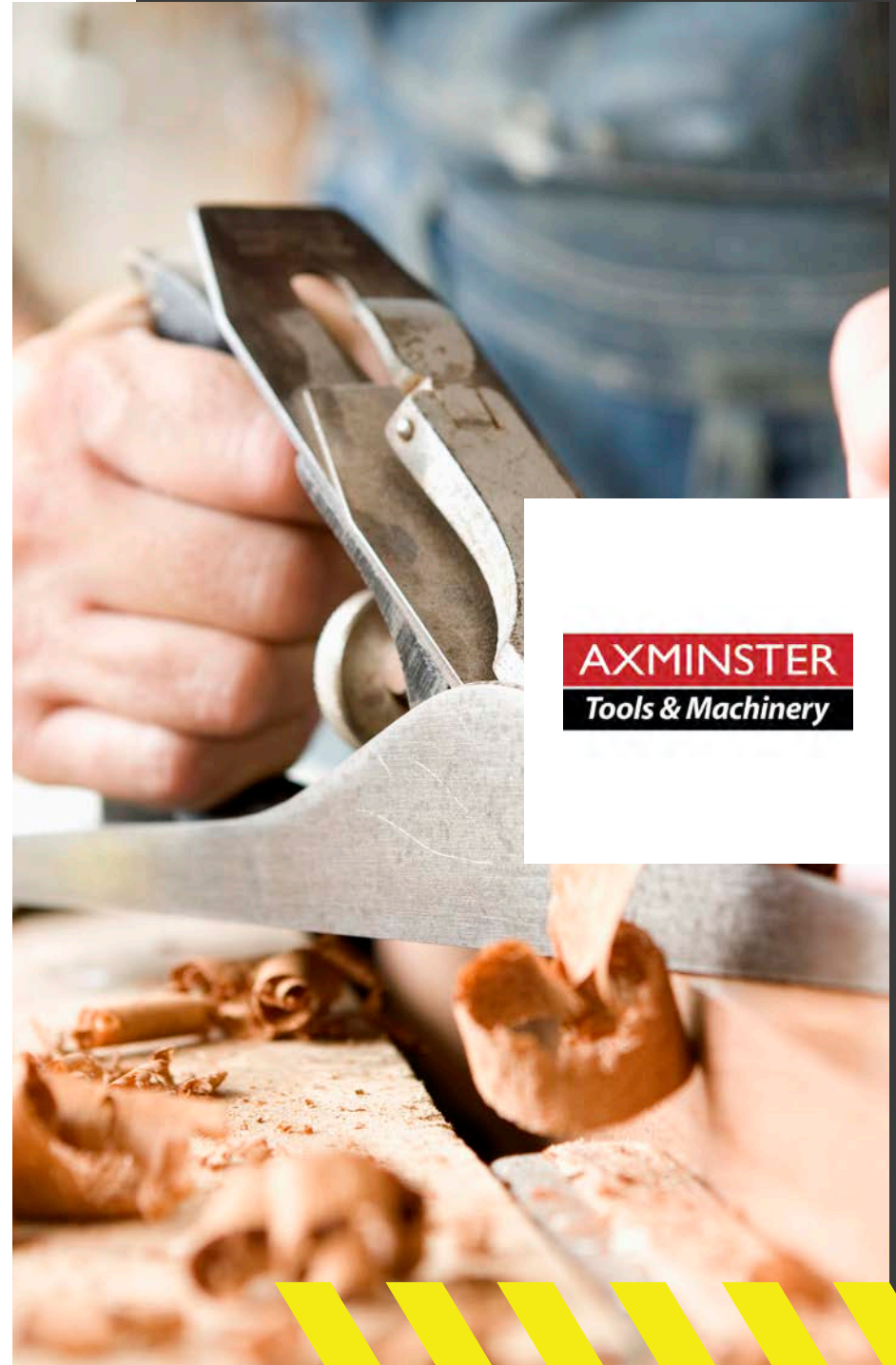


Axminster Tools & Machinery

Andrew Parkhouse | Operations Director

Customer service has always been pivotal to Axminster. We've grown considerably in the last 40 years, but we're still a family-run business. Satisfaction levels matter greatly to us, internally and externally - we want to be a great employer as well as a great retailer.

- › **One of the secrets to our success is being very independent.** We're selective about who we work with, and don't outsource a lot. We design and manufacture many of our own products, and it's important that customer feedback is embraced rather than viewed as a criticism. If you get product quality right, sales will naturally follow.
- › **Success doesn't mean getting the customer to buy something once** - it's about encouraging them to repeatedly buy from us, and to recommend our products and service to other people. A lot of our business comes from word of mouth.
- › **In order to keep our five-star customer rating,** it's important that the Axminster business is underpinned by an infrastructure that is robust and stable. The technology providers we work with, like Aptean, need to understand our business and change with it.



AXMINSTER
Tools & Machinery



Ribble Cycles

Matthew Lawson | Chief Digital Officer

Great customer service is fundamental to our business. In a close-knit community like cycling, people are strong-willed - if their customer experience isn't up to scratch then it's hard to change their opinion.

- › **At Ribble, we have a mantra that what the customer doesn't see is just as important as what they do.** We have a very bespoke product, as every bike is built to order using hundreds of components. We need systems and processes in place to make sure that not only is the order right, but that we set customer expectations as to when they are going to receive it.

Considering half of our sales come from recommendations or word of mouth, we need to consistently meet expectations.

- › **Our choice of technology is critical to service** - you can babysit one order manually, but when you're processing hundreds of transactions every day, you need a scalable structure. Otherwise you can't grow as a business. Our customers are confident that they get the same standard of service - if not better - every time, no matter how many times they come back to us, and their friend gets exactly the same service as well.
- › **We work transparently within our business and encourage feedback.** The whole team needs to understand what's going on under the hood and take responsibility for making improvements - it's not just the director's job to get customer service right. Most of the time it's the people embedded in the detail who have the answers, and we want to empower them to make changes.



The Savile Row Company

Jeffrey Doltis | Managing Director

We place huge importance on customer service at The Savile Row Company. Our aim is to deliver excellent quality, fast delivery and a human touch in all interactions.

- › **If something goes wrong, for whatever reason, we want prompt answers** – and we'll put resources into that part of the business to solve that problem or query. For example, we're hot on quality control, and we perform regular ethical visits to our factories.
- › **Our customer service team is run by highly trained call centre operators**, most of whom have worked in our factory previously, so they know exactly what happens behind the scenes. Giving them the right technology is vital to enabling the high standards of service that we offer our customers.
- › **Aptean Retail ERP software enables us to provide a strong customer experience**, because all our operators have access to the right information to keep the customer and the relevant Savile Row team members informed.
- › **It's this combination of instant data and a sympathetic ear that enables us to maintain good customer relationships, even when something isn't quite right.**





Your 5 Star Customer Experience Checklist

People

- ✓ Talented, well-trained colleagues
- ✓ Honest two-way communications – with customers AND staff
- ✓ Empathy and understanding when things go wrong
- ✓ Open mindedness and a willingness to learn
- ✓ A trusted circle of the right people – including technology partners

Process

- ✓ Consistent experiences that set and meet expectations
- ✓ A culture of testing, training and consultation

Systems

- ✓ A robust, stable operational infrastructure
- ✓ Access to data insights
- ✓ Scalability



Every single retailer we spoke to for this guide emphasises the link between a strong operational infrastructure and great customer experiences. And every one of them uses Aptean Retail ERP technology.






Are you Ready to Learn More?

We'd love to help you to deliver the 5 star customer experience standards you're striving for, whilst ensuring profitability at the same time.

Contact us at info@aptean.com or visit www.aptean.com.



Aptean provides very specific industries with very specific ERP, supply chain management, and customer experience solutions. In today's fast-paced, highly competitive economy, organizations don't have time to waste forcing homegrown software, spreadsheets, and one-size-fits-all solutions to do things they were never designed to do. Aptean is on a mission to end those work-arounds – with industry-specific solutions instead of generic software, expert support instead of making you go it alone, and a steady influx of new ideas instead of the status quo.

For more information, visit www.aptean.com.