

Better Brand Management Summer Series Session Two

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Summer Series Segments



CREATING MEANINGFUL
RELATIONSHIPS WITH CUSTOMERS



MAXIMIZING CUSTOMER
RELATIONSHIP VALUE



THE PURSUIT OF LIFETIME
RELATIONSHIPS WITH CUSTOMERS

Discussion Format

Maximizing customer relationship value

- Introduction
- You have a customer now what?
- Maximizing revenue through better customer engagement
- Expanding the customer relationship
- The good, bad and ugly of the pursuit of relationship revenue
- Reminders

Before we dive in

This presentation is for educational purposes only and opinions, comments or information shared, or discussed are solely those of the presenter.





Who is this Guy



You got the customer

NOW WHAT?



Better get to know your customer

WHO ARE THEY?

Get the information

POSTAL CODE, EMAIL
OR SIGNUP



Sign Up

Already a member? [Log In](#)

Email

Password

Sign Up

or sign up with



Enrich, Mine and Maximize Customer Data

WORK WITH THIRD PARTIES



PRIZM



**ENVIRONICS
ANALYTICS**



Co-branded Credit Cards

KNOW WHAT YOU DON'T
KNOW AND KNOW WHAT
YOU NEED TO KNOW



IF YOU DON'T TRACK IT, IT
DIDN'T HAPPEN

1 REGRESSION LANE
REGRESSION PARK
REGRESSION CITY
10011
010810

Tax Invoice

15-Sep-2015

15:58:39

POS NO:254

CASHIER NO: 4

(254#001723)

INVOICE NO:

QTY UNT/PK BARCODE

DESCRIPTION

DISC SGL INC PK INC VAT TOTAL EXC TOTAL INC

15.00 12 27000

LUCKY STAR FISH CHILLI SAUCE 12x 425g

0.00 6.00 40.00 0.00 600.00 600.00

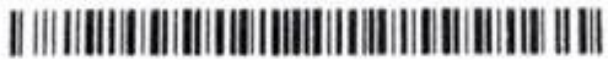
Total: 600.00

Cash Tendered: 600.00

Change: 0.00

Change Adjustment: 0.00

600.00 @ 0.0% Tax(#2): 0.00



(App Ver = 25.5.7 1875.254001-254Items = 1.)

The time has been changed to a busier time of day, when the security is more likely to be overwhelmed

The Transaction Number has NOT been changed

The QTY has been changed to 15
The UNIT/PK has been changed to 12
The PK INC price has been changed to 40.00
The TOTAL EXC has been changed to 600.00

The Total has been changed to 600.00

The Cash Tendered has been changed to 600.00
The Taxable Total has been changed to 600.00

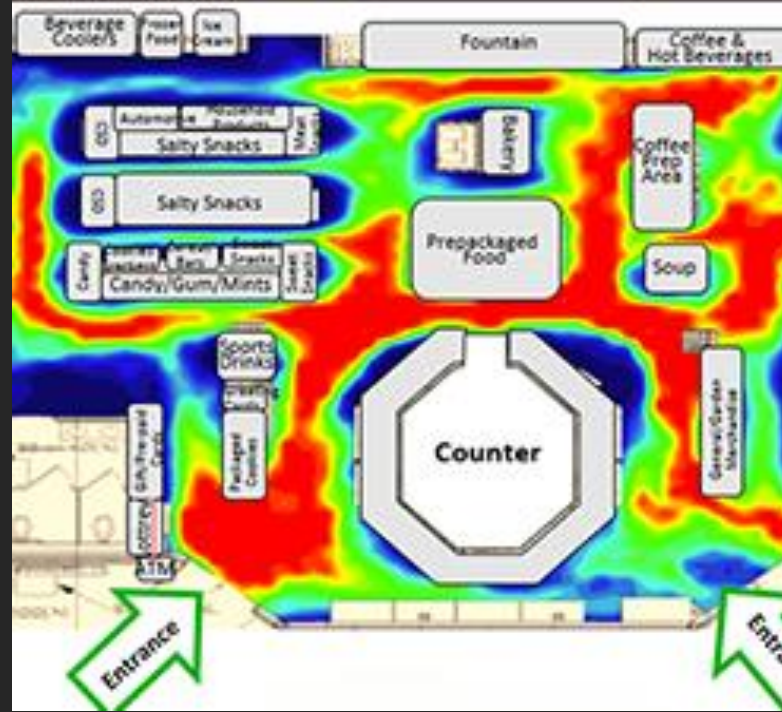
Use the data you have

SO MUCH INFORMATION IS
AVAILABLE RIGHT IN FRONT
OF YOU



Understand why & how things sell

MEASURE EVERYTHING



Shopper Tracking & Shopper Analytics

GROCERY IS LEADING THE CHARGE IN CUSTOMER BEHAVIOUR CAPTURE AND ANALYSIS



Using technology to learn more and drive results

CONVERSATION CAPTURE, SOCIAL LISTENING, SPEECH TO TEXT, MACHINE LEARNING



CHORUS





General Store Principles

COMMITMENT TO CUSTOMERS,
PERSONAL, GO THE EXTRA MILE,
LOCAL



American Express SMB Program

SUPPORT THE RETAILER,
BRAND CONNECTION TO
COMMUNITY, DO THE RIGHT
THING FOR THE COMPANIES
THAT SUPPORT YOU

Shop Small®.
Help make a big difference.

From **June 24 – September 13, 2020**, we're helping
neighbourhood business owners with our biggest
Shop Small offer to date.



We're committed to connecting small



The Magic of Costco

SHOPPING CART SIZE - BULK
PRODUCTS, COUPONS,
SUBSCRIPTION



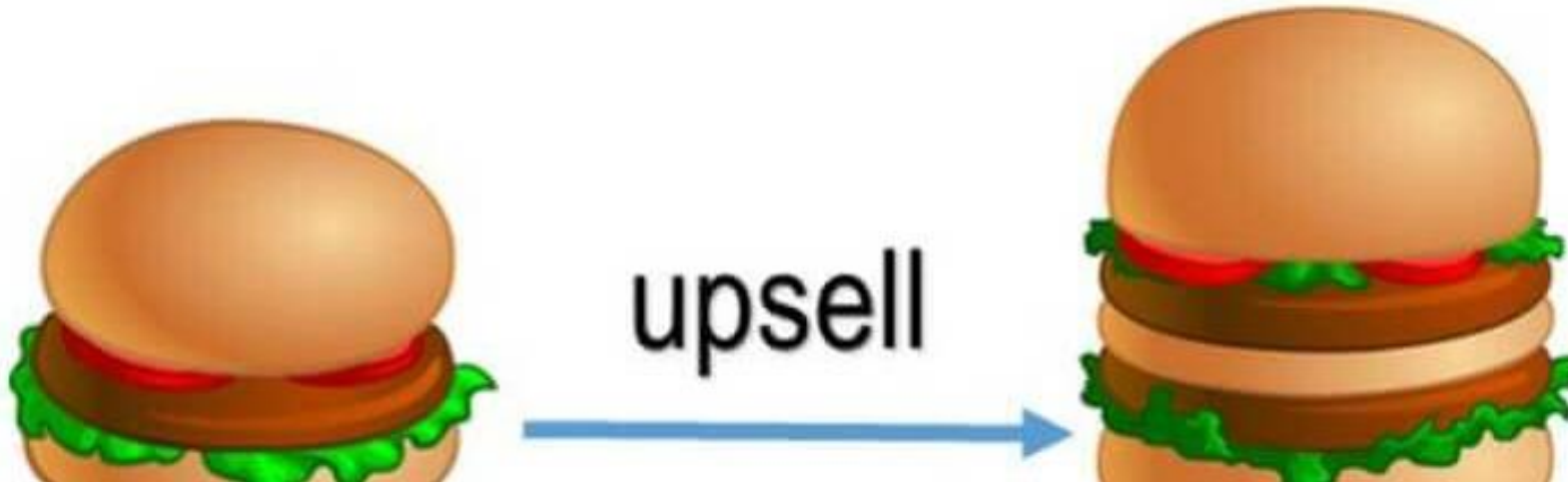


Christian B.
TELUS expert



Maximize the use of the product

TRAINING, TEACHING AND SUPPORTING



Just ask

1% TAKE RATE ON 4.28
TRILLION IN SALES EQUALS
\$43 MILLION- GLOBAL
AVERAGE IS 5%



Make everything a subscription

DIAPERS, RAZOR BLADES,
DENTAL PRODUCTS, TOILET
PAPER, MOVIES, ONLINE
SHOPPING, COSTCO

Products - Google Search

Milk-Bone Soft & Chewy Chicken Recipe Dog Treats 708g

Visit the Milkbone Store

★★★★★ 915 ratings | 3 answered questions

Amazon's Choice for "dog treats"

Price: \$9.48 ✓prime FREE One-Day

Coupon Apply 20% coupon on first Subscribe and Save order only. Details

Get a \$20 Amazon.ca Gift Card instantly, plus up to 5% back for 6 months after approval for the Amazon.ca Rewards Mastercard. Pay \$9.48 \$0.00 for this order after approval.

New (11) from \$9.48 ✓prime FREE One-Day

Brand Milkbone

Flavour Chicken

Item weight 1.71 Pounds

Age range (description) Adult

About this item

- A taste dogs love
- Made with tasty, wholesome ingredients your dogs will love.
- Fortified with 12 vitamins & minerals to help keep dogs at their best.
- Feed as a snack as part of a healthy diet.

Report incorrect product information.

Milk-Bone Soft & Chewy Beef Steak Flavour

Add to Wish List

One-time purchase \$9.48 ✓prime FREE One-Day

FREE delivery: Tomorrow

Ships from: Amazon.ca

Sold by: Amazon.ca

Subscribe & Save:

5% 10%

\$9.01

✓prime

Save 5% now and up to 10% on repeat deliveries. No fees. Cancel at any time. Learn more

Get it Friday, Jul 9

In Stock.

Qty: 1

Deliver every: 2 months (Most common)

Set Up Now

Auto-deliveries sold by Amazon.ca

Microsoft PowerPoint - Summer Series - Webinar Tool

File Home Insert Draw Design Transitions Animations Slide Show Review View Help Picture Format

Slide 9 of 13

Amazon It

EVERYTHING THOUGHT OUT?

Amazon It

ONLINE RETAIL THEATRE

FMO, REVIEWS, RATINGS, LIMITED STOCK, COMMAND AND CONTROL

Home - Home Site

Products - Google Search

Replacing LG 5220FR2006H Water Valve

amazon.ca prime

Deliver to Chris - Mississauga LSM 2C

Tools & Home Improvement

Buy Again Customer Service Chris's Store Gift Cards Registry Coupons Beauty & Personal Care

Stream Prime Video

Tools & Home Improvement Best Sellers Power & Hand Tools Lighting & Ceiling Fans Kitchen & Bath Fixtures Plumbing Safety & Security Smart Home Deals

Deliver smiles and say thanks with style Shop thank you gift cards

Replacing LG 5220FR2006H Water Valve

Brand: Prime Supply

★★★★★ 44 ratings

Price: \$25.00

New (2) from \$25.00 + \$16.00 shipping

- Water Valve 5220FR2006H, for hot water
- Functional equivalent, drop-in replacement to OEM valve
- Manufactured by an LG certified valve vendor. Top notch quality
- Included a few pictures to provide side by side comparison between OEM and this valve. Form, fit & function drop-in replacement
- Fit these washer models: 796.40272900, wm1812cw, WM2140CW, wm2233hw, wm2250cw, wm2277hs, wm2277hw, WM2301HR, WM2301HW, wm2455HW, wm2650hwa, wm3470hwa, wm3570hwa, wm8000hwa, wm2487hwm, wm2501hwa, wm2688hwa, wm3360hwa

See more product details

Report incorrect product information.

\$25.00

\$16.00 delivery: July 15 - 22

Fastest delivery: July 13 - 16

Deliver to Chris - Mississauga LSM 2C

Only 3 left in stock.

Quantity: 1

Add to Cart

Buy Now

Secure transaction

Ships from Canada and sold by Electro-Experts.

Add to Wish List

New (2) from

Typical Timing

Month	Location	Time
May, June	Toronto	20
September	Toronto	61
Each Month	Toronto	24
Ad hoc	Toronto	78
April & October	Toronto	74
October	Toronto	11
Each month	Toronto	11
January, April, July	Toronto	11
November	Toronto	11
July & December	Toronto	11
January, April, July, October	Toronto	11
Each Month	Edmonton, Toronto	11
Each Month	Edmonton, Toronto	41
June, October, February	Edmonton	21
Each Month	Edmonton, Toronto	21
October, January, April, July	Edmonton, Toronto	21

Roll over image to zoom in

11:21 AM 7/8/2021



The revenue power of loyalty programs

PERSONALIZED, RELEVANT,
REWARDING, DESIGNED
TO DRIVE REVENUE PER
MEMBER



Shrinkflation Playing with packaging

MAKE THEM SMALLER,
MAKE THEM BRIGHTER

KEEP THE OVERALL PRICE
THE SAME



Recipes Drive Revenue

WEBSITES, APPS, YOUTUBE





The protection
you trust.

Now in a convenient
flatpack.

[Learn More](#)



Make people use more

ADJUST THE RATE OF POUR, PLAY WITH
FEAR

The Power of New and Improved

NEW PACKS A BIG REVENUE
PUNCH





Maximizing key revenue moments

MOVING, MARRIAGE AND
GRADUATION- REVENUE MONSTER
EVENTS





ARIO'S
VERSI

for a better future

ING SER

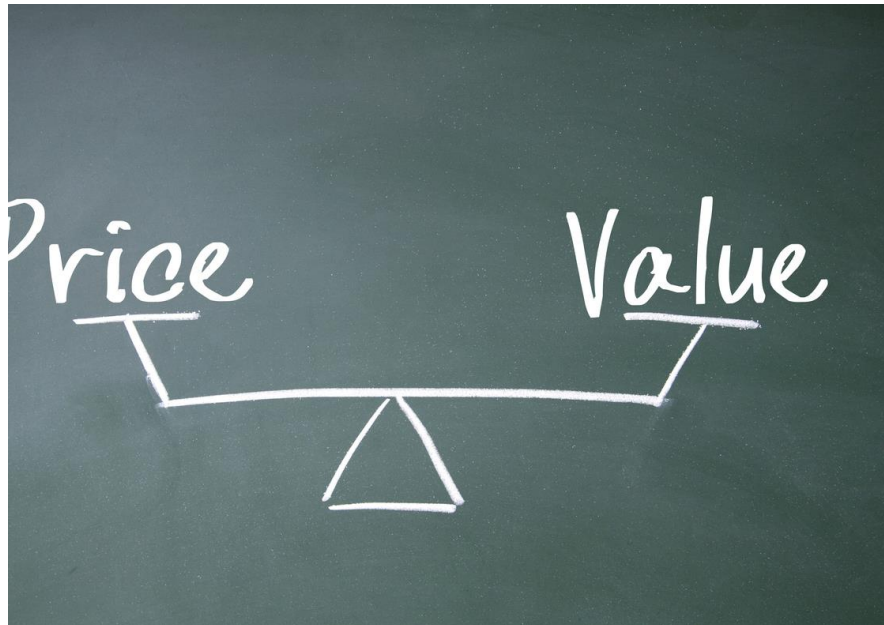


Get access to the event data

BUY MLS LISTING DATA, PARTNER
WITH THE UNIVERSITIES, PARTNER
WITH PUBLISHERS



BOGO
BUY ONE, GET ONE
1/2 OFF



Psychological Pricing

CHARM PRICING BY PRICING BELOW A WHOLE
NUMBER, ARTIFICIAL TIME CONSTRAINTS, BOGO

Reference Pricing

COMPARABLE PRICING



Marshalls®

WINNERS



OUR LOWEST PRICES OF THE SEASON

happy
bay
days



\$89⁹⁹

WOMEN'S
DRESSES
BY CALVIN
KLEIN AND
KARL
LAGERFELD
PARIS

N'S BAY

Make it an Event

MAKE SOMETHING OUT OF NOTHING
CREATE A FMO EVENT



Mar
event
is back!



Add Something

ASSEMBLY, EXTENDED
WARRANTY, DELIVERY, EXTRA
CARE





Omni Channel
Customer Experience

Maximize Channels

EVERY TOUCHPOINT IS AN
OPPORTUNITY



Personalized One to One Marketing

AWAY FROM MASS OFFERS, AWAY
FROM FLYERS AND AWAY FROM
IRRELEVANT OFFERS





The Dark Side of Revenue

Pressure Selling





Greed & Greedy

WHAT'S IN IT FOR US VS
WHAT'S IN IT FOR THE
CUSTOMER

\$24

\$185 million

The amount Wells Fargo will pay in fines, including \$100 million to the CFPB, \$35 million to the Office of the Comptroller of the Currency and \$50 million to the City and County of Los Angeles.

The average amount charged to customers whose phony accounts had fees

\$2.4
million

it earned from the phony accounts.

02%

The portion of revenue Wells Fargo makes from deposit account service charges, card fees and

management is

Doing things right;

the right things
eter Drucker


The number of employees fired by Wells Fargo since 2011 for creating phony accounts for existing customers in order to meet sales quotas. In a 2015 lawsuit, Wells Fargo was accused of driving its bankers to commit fraud by imposing unrealistic sales quotas. The bank has approximately 265,000 employees worldwide.

2 million

\$23 billion

Wells Fargo's profits in 2015





Regulations

We did it to ourselves

TO MANY EMAILS, TO MANY
CALLS, TO MUCH
SURVEILLANCE - TO MUCH
EVERYTHING



New Privacy Laws

CONSENT, PERMISSION
AND CUSTOMER
CONTROL



Pricing Laws

BAIT AND SWITCH,
50% RULE,
ADVERTISED PRICE
RULES, ANTI
COMPETITIVE
BEHAVIOR



You cannot go
wrong

VALUE MUST BE EQUAL BETWEEN
COMPANY AND CUSTOMER

ANY
QUESTIONS?

A hand holding a piece of white chalk, pointing at the end of the word 'QUESTIONS' on a chalkboard. The chalk is positioned at the bottom right of the word, near the final 'S'.

Ask whatever you want

A vertical orange line is positioned to the right of the text 'Ask whatever you want'.