

BEYOND THE SALE:

CRAFTING MEANINGFUL CUSTOMER EXPERIENCES

THE
cove
BY DUNE JEWELRY

 **dune**
JEWELRY & CO.

presented by Holly Daniels Christensen

Dune Jewelry
Headquarters

NICE TO MEET YOU!

Allow me to introduce myself.

- Who am I?
- What do I do?
- How did I get here?
- How does it help you?



The Cove
by Dune Jewelry



THE COVE

Your Retail Therapist is IN!

Our Approach:

- The importance of knowing your town
 - Norwood is “the town everyone returns to”
- Customer-centric commerce
- Creating connections
- Creating an experiential shopping experience for each customer





WHAT CUSTOMERS VALUE:

KNOWLEDGE, ETHICS, AND CONVENIENCE

Learn what you can about the people you cater to. What do they care about, why are they shopping with you?



KNOWLEDGE

KNOW YOUR STUFF

- Knowing your audience will allow you to merchandise your store with the proper products.
- Knowing your products will help you lead customers to exactly what they're looking for.
- A customer who is understood and led to the right product will come back for more, closing the Loyalty Loop.

ETHICS

ECO-CONSCIOUS IS IN

- Consumers have moved into a more mindful buying mindset.
- People are willing to pay more for quality and thoughtfully produced products.
- Consumers are also leaning into supporting small businesses, and minority-owned businesses.

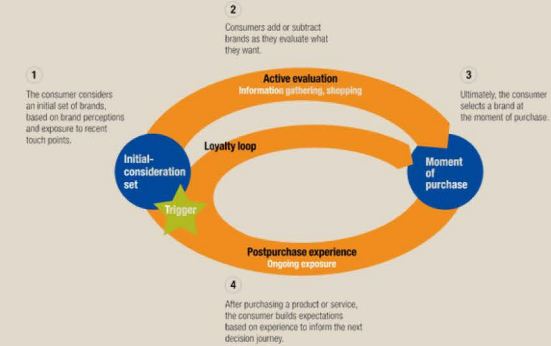
CONVENIENCE

MAKE IT EASY

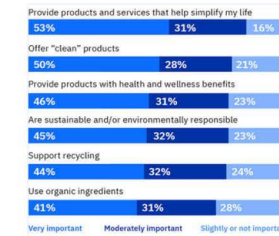
- Offering a blend of products and brands customers would otherwise buy online makes in-store shopping a faster option for your local clientele. They may come in for a brand they recognize and then are impressed by the other niche, compelling items you carry.
- Adopting an omnichannel approach creates convenience for your customers, allowing them to buy in-store, online, or via social channels.
- Creating consistency and availability while also keeping your assortment fresh allows your customers to build familiarity, trust, and sharing power throughout their network
- Offering shipping and curbside pickup via telephone and website expands your audience and allows your customers to shop from anywhere.

The Consumer Decision Journey

mickinsey.com, David Court, Dave Elzinga, Susan Mulder, and Ole Jørgen Vetvik



According to research by IBM, 77% of consumers consider sustainability and environmental responsibility to be at least "moderately important" brand values.



Consumers support environmentally responsible products.

Source: IBM.com

"Google searches for "ethical brands" increased 300% between 2019 and 2022"

Source: 9 Key Consumer Behavior Trends 2023-26, explodingtopics.com



"According to a PwC report, more than 40% of consumers say they'll pay more for a product if they can get it quickly and conveniently"

Source: Top 11 Retail Trends 2023-24, explodingtopics.com

TOP THREE TIPS

TO STAND OUT FROM YOUR COMPETITORS

1.

Create
*curiously
appealing*
displays.

2.

Offer a blend
of **products**
that can be
personalized
to your
customers.

3.

Hire a
***passionate &
motivated***
staff.



GET CREATIVE!

CREATE INTEREST WITH UNIQUE & EYE-CATCHING DISPLAYS.

Studies have shown that bright, vibrant shades tend to draw customers in when they enter a store or shopping center.

- You want to provoke questions from the consumer. Start the conversation!
- Use color-blocking to draw the customer's eye. Different colors evoke different emotions and each customer might be drawn to a different one. Bright & warm colors such as red, yellow, and orange are happy and stimulating while blues and greens are known to evoke a soothing and calm environment.
- Highlight best sellers and unique products you offer.
- Put out any available samples for your customers to try before purchasing (lotions, sprays, makeup, etc).

The Cove
using color
blocking technique



Creative
shelving that
feels cozy &
homey



Best selling
product front
facing as
customer walk in



LET'S GET PERSONAL!

USING CUSTOMER VALUES TO CREATE A PERSONALIZED SHOPPING EXPERIENCE

80% of customers are more likely to purchase if a company offers personalization.

- Personalization creates a hands-on experience for the customer.
- Creating memorable experiences for your customers can help set your retail business apart from competitors.
- Investing in quality private label products adds another layer of brand recognition and awareness.
- Offering gift wrap and handwritten gift notes adds an extra level of customization and service.



BTS of
Dune Jewelry
Custom Creation



The Cove
Private Label
Candles



Map of Norwood
by Well Told

PASSION BREEDS SUCCESS!

*YOUR STAFF IS YOUR VOICE.
CHOOSE YOUR WORDS WISELY.*

Studies show that around 50% of customers feel that having knowledgeable staff is an important factor in building loyalty.

- Your team sets the energy in your store. Make sure your customers are going to be greeted by someone who is excited to be there.
- Make it feel like home, offer a drink, have a great playlist on in the background, and make sure your store smells delicious.
- A staff that knows their product is going to have an easier time guiding customers to the right product and upselling customers based on their interaction.
- Listening to your customers is key.
- People will forever remember how you make them feel.



Motivated team members are a TREASURE!

The Cove Manager
Rachel



A complimentary cold beverage is offered to each customer who comes in



IN CONCLUSION:

- Creating a memorable, positive experience for your customers will create repeat customers who recommend your business to friends and family.
- Having an omnichannel approach allows your customers to get a clear understanding of your brand, values, and services.
- A guest book will allow you to collect vital information that will allow you to connect after the initial visit.
- Online shopping, curbside pickup, and shipping from the store allows customers to purchase in a way that they feel comfortable.
- Gift wrap & handwritten notes allow people to shop and share with loved ones who do not live nearby.
- Understanding the needs of your customers allows you to merchandise your store more efficiently
- Creating relationships beyond the transaction instills trust and loyalty in your customers. Gather their information and make sure to reach out. Call or email when you're holding events. Send a thank you note for coming in.

