



## Random Acts Of Business Kindness

A few weeks ago, I was notified of an etail conference to be held in Toronto in early May. The \$3,000 price tag for the two day affair was outside my budget. I play in the B2B space – and right now do not have any retailers as clients. But what I do have is an insatiable curiosity (call it nosiness) about all things business. So I asked for the data report. The same data report that all the attendees of the conference would get. You ask who the attendees of the conference are? Loblaws, Shoppers Drug Mart, Canadian Tire, Home Hardware, The Bay, Walmart, Amazon, Provigo. Y'know, all the big powerful guys who dominate the retail market across Canada today.

Anyhoo, I eagerly opened the 12 page report and my mouth dropped open. You see, I have been preaching to anyone who will listen to me for the last five to ten years that the sky was falling and soon. That the public would very quickly change its ways and if all businesses did not change, they were doomed.

## The Future is Here

According to the report, the future is **HERE**. Today.

First, I will share with you what the etail attendees know, today, that every single business, no matter where on the development curve you are, needs to know. As long as you sell some product or service, to human beings, there are five main areas you need to know. I will outline all five.

Then, on the podcast only, I will discuss each of those areas in terms of what they might mean for you and give you my take on how expensive or not you can make them.

Lastly, if you want more information or you want to attend the actual conference, please drop us a line at [admin@bulletproofconsulting.ca](mailto:admin@bulletproofconsulting.ca) We will send you a copy of the entire 2019 Directors Report and put you in direct contact with the person who is organising the conference.

We get nothing for any of this except the satisfaction of putting you on equal footing data wise with the big guys here in Canada. And perhaps saving you \$3,000 and two days. The rest, is entirely up to you.

To your success!

*Charlene & Jim*



# The 5 Key Take Aways You Need to Know Now!

Alexander Graham Bell must be rolling in his grave. I cannot imagine that the great grand pappy of the telephone ever imagined his communication invention would ultimately come down to a hand-held power device more powerful than a desktop computer, able to stop dead in their tracks entire industries, breathe life into new sectors and introduce an entirely new way of living to human civilisation. But. It. Has.

Furthermore, not one of us can afford to ignore the impact anymore. If we choose to ignore it in our businesses, we wither and die.

## ✓ **There are new attitudes to Customer Engagement**

Remember how we here at Bullet Proof keep saying “Make love to your customer?” Well, big customer experience innovators like Amazon, Netflix, Starbucks and Uber have made significant changes to their service delivery which has sparked a shift in consumer expectations across the globe. This means that consumers expect even more – near perfection. If consumers can see it executed perfectly on social media in one part of the world, why can’t it be implemented entirely in all parts of the world the same way?

By the way, 62% of Canadians would rather do their shopping with Canadian retailers, rather than their US alternatives. Moreover, 72% of Americans say they are willing to purchase online from Canada (more than any other country!)

## ✓ **Work to build a 360 degree view of the Customer**

The business/marketers ideal of creating a single view of the individual customer requires the assimilation and interpretation of vast amounts of data and the taking into account of multiple points of interaction. Having several points of social entry (Facebook, Instagram, Pinterest, Website, Snapchat, and YouTube etc. -- Omni-channel) assists with this.

By the way, if you can’t be found, you don’t exist.

# The 5 Key Take Aways You Need to Know Now!

## ✓ Cost-effectively optimise your fulfillment experience

A crucial part of the customer journey is the issue of getting the product to customer when they want it – but without taking a critical bite out of your bottom line. For example, the recent postal strike demonstrated that multi-distribution channels are now vital.

Education at both the business level and the customer level now needs to be made because convenience is NEVER a cheap option.

## ✓ Leverage Social Media AND all other Mobile Channels

This is the only way to connect with existing customers, reach new audiences and increase sales. It is crucial now that a strategy for leveraging and reaching be developed and implemented. The time for plug and play has passed and was not successful. Now is the time for discipline and strength.

Consumers spend more time using their phones (80% use google now) and looking at social media. This means the convenience and immediacy of social media is paramount. Plus mobile apps or social platforms which lend themselves to real time delivery or support.

## ✓ Choose the right tools, team members and investments

Deciding which responsibilities to keep in house and which to farm out forms a critical piece of the ecommerce puzzle. Striking a balance between technology and human resources presents a challenge. So does Artificial intelligence, automation and chatbots.

However, the total Customer Experience is everything.

Remember this: 80% of Canadians and 82% of Americans still prefer the human touch – despite all the technology.