

# Retail Customer Experience Assessment

## Critical Issues:

1. Do you really know how consumers view your retail brand?
2. Does your retail vision come to life consistently across all touch points before, during and after the sale, from the store to the web and beyond?
3. How does your execution stack up to the world class retail experiences that customers expect today?

**McMillanDoolittle's Retail Customer Experience Assessment answers these questions and provides a roadmap for your organization to address these issues.**

Our Eight C's Model provides a **quick, low cost, high impact** framework to assess Retail Customer Experience from a Consumer's point of view

## The Eight C's of Customer Experience



### Clarity: Right positioning

Well defined and communicated, current and relevant

### Convenience: Right location and channel presence

Easy to find and access

### Choice: Right selection

Well managed, priced and presented products and services

### Communications: Right design and layout

Adjacencies, flow, zones, look and feel, fixtures, navigation, messaging hierarchy and signing

### Cast: The right team

Organization, behaviors, service mindset, coaching and development

### Control: The right process

Flexible, customer oriented selling and service

### Consistency: Across time, place and channel

### Connection: Right relationship

Building loyalty and profitability over time

## Who We Are:

**McMillanDoolittle, the Retail Experts, is an industry leader, interpreting the marketplace and turning insights into successful strategies.**

- Established in 1986 and based in Chicago, USA
- Founding members of Ebeltoft, a global consortium of retail consultants, which enables us to provide our clients with international reach.
- Senior partners are seasoned retail professionals with both industry and consulting expertise.
- We bring retail experience and best practices from all categories (softlines, hardlines and food) and channels.

## What We Deliver:

1. **Assessment** – We will evaluate your company on each of the 8 C's with a comparison to your competitive set and world class retail organizations
2. **Recommendations and Action Plan** – We identify both strategic and tactical opportunities to improve your Customer Experience, aligned with your brand strategy and positioning, and work with you to develop and prioritize an action plan.

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