

Content

- 01 Editorial
- 02 Reduce – reuse – recycle:
The textile industry's path to a sustainable future
- 03 Customer orientation requires customer knowledge management seminar
- 04 The payment process is an important part of the customer journey

'Thousands of candles can be lighted from a single candle, and the life of the candle will not be shortened. Happiness never decreases by being shared.'

- Siddharta Gautama
Buddha



01 Editorial

The year is drawing to a close, at break-neck speed as always. Employees in the retail sector are once again facing extreme challenges on the home stretch. I hope that the year-end business will be successful for you despite all the difficulties it involves and that you look forward to the new year with hope. Because the journey continues to be exciting. In the current blog post, I highlight current developments in the textile industry on the path to a sustainable future. The customer journey will also remain an important milestone. More on this in the following posts.

But most of all, I would like to take this opportunity to thank you for giving me the chance to share my experiences, adventures and thoughts with you.

From the bottom of my heart, I wish you a Merry Christmas and a Happy New Year!

Monique Fischer

02 Reduce – reuse – recycle: The textile industry's path to a sustainable future

For companies, implementing human rights and environmental due diligence in their own operations as well as in their supply chains is an increasingly urgent task that needs to be addressed with all their strength. This is already a huge challenge, but if companies operate internationally, they are confronted with an almost unmanageable amount of national and international legislation and the diverse aspects of different interest groups worldwide. But it's not only companies that are responsible; consumers also have to change their mindset. Do you want to dive deeper into this topic? [I published a new blog article with examples.](#)

03 Customer orientation requires customer knowledge

Understanding your own customers as best as possible is the best way to ensure consistent and sustainable customer loyalty. In cooperation with the Basel-Landschaft Chamber of Commerce, the consulting firm bruhnpartner conducted a study entitled 'Transformation und Kundenzentrierung' (Transformation and Customer-Centricity) among companies in the region on current transformation topics and the use of customer knowledge in the strategy process. The study reveals that companies are aware that orientation towards customer needs plays a central role. However, there is a lack of implementation: only a small number of companies deal with customer knowledge systematically. The possibilities of a systematic collection of customer knowledge are often not exhausted, and customer knowledge does not flow back into the organisation. As you surely know from your own experience, the reasons for this are a lack of time resources, a lack of expertise and often a lack of willingness to listen and to put the customer's wishes at the centre of your own thoughts and actions. At the same time, almost every company already collects customer data to varying degrees. In the companies surveyed, the customer knowledge collected relates primarily to classic key figures such as customer satisfaction, satisfaction with the fulfilment of individual performance features and the willingness to repurchase or recommend. The companies surveyed are rather reserved when it comes to collecting knowledge about the online behaviour of their target groups.

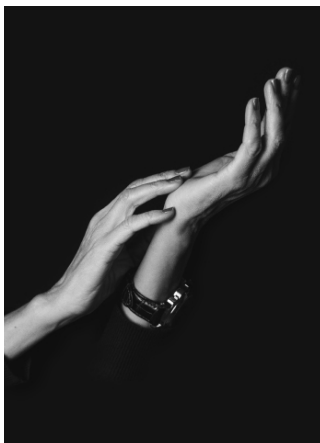
Sales News World!

Exhibition: Chanel meets Picasso

Until 15 January 2023, the Thyssen-Bornemisza National Museum in Madrid is presenting an exhibition on the relationship between Pablo Picasso and Coco Chanel. Picasso and Chanel likely met in 1917 and became good friends. The exhibition explores the mutual influence of the two artists on each other and illustrates how their creations strived for innovation through fashion and cubism. Inspiring!

Gender-neutral toilets at PUMA

The sports company PUMA was named Company of the Year at this year's German Diversity Awards for its commitment to providing employees with an open and tolerant work environment. Most recently, it had announced on social media that it was introducing gender-neutral toilets. It will be exciting to see how this is received by employees.



The evaluation of online (and offline) touchpoints as well as classic KPIs such as click rates and conversion rates only takes place 20 per cent of the time. Even among large companies, the value is still low at 32 per cent. Considering that digitalisation is at the top of the agenda for most, the discrepancy between desire and reality becomes particularly clear. It is no secret that companies that systematically address customer needs and take them seriously and fulfil them have better chances of success in the future. Employees play a central role in customer-centric transformation. They have to constantly adapt to rapidly changing customer needs. But they can only do so successfully if they are aware of such needs and if those needs are considered essential by the management. [You can read more about this topic in this blog post.](#)

04 The payment process is an important part of the customer journey

Once customers have decided to buy a product, the first priority must be to ensure they are not deterred by long queues at the till or by cumbersome or inflexible payment processes. This applies to both brick-and-mortar retail and online shopping.

Payment by giro (EC) or credit card is a minimum requirement. A new challenge is the debit card, which is being used by more and more customers. For 10 per cent of consumers, their smartphone has come to replace their wallet. Here, too, the numbers are expected to rise. What other possibilities are there for brick-and-mortar retailers to make the shopping experience even more convenient for customers? Classic payment terminals are already used in many shops. A more cost-effective and flexible alternative, however, are software points of sale (SoftPOS). These make use of mobile devices such as smartphones and tablets. With SoftPOS, the number of payment terminals can be increased at comparatively low cost. Self-checkout, for example, becomes an option, allowing customers to pay in the changing room area and saving them having to queue at the checkout. This variant is also interesting for pop-up stores that only stay in one place for a short time. Furthermore, the software for SoftPOS often offers additional services such as linking customer accounts and partial payments. This allows retailers to create individual offers and a personalised shopping experience.

If you opt for smart payment options, you should train your employees well so that they're able to solve minor or frequently occurring technical problems themselves. They should also be able to assist customers with questions and guide them through the process. This not only maintains personal contact, but also gives your customers a human smile that no AI can replace.