

5 WAYS COLES IS CREATING A SEAMLESS DIGITAL CUSTOMER EXPERIENCE



As customer behaviour continues to evolve in a digital world, understanding what good customer experience looks like has become essential to achieving CX success.

For Australian retail giant Coles, capitalising on the online channels to drive a seamless customer experience has become a core part of their CX strategy over the past few years.

According to Stuart Freer, GM Digital IT and User Experience at Coles, Online Sales are up 25 per cent year-on-year, driven by a commitment to get the customer experience right from the first delivery.

"Customers try online for the first time and they either have a really great experience or they have an appalling experience. So what Coles tries to ensure is every customer that comes to us has a great experience," Freer said in a recent **interview**.



With the user experience front and centre of their e-commerce site, Coles has redesigned their Online shop to simplify the shopping experience and reduce the time it takes for customers to complete an order online.

Ahead of Customer Experience Week 2017 Stuart shares 5 essential steps Coles is taking to deliver a seamless omni-channel experience and the core lessons other organisations can learn from their CX journey to date.

1. ENSURE ACCESSIBILITY

"We are always looking at new innovative ways to increase value, quality and service for our customers at Coles. When it comes to the digital experience – or CX – this means offering a truly omni-channel experience that is accessible, relevant and meaningful to our customers.

Accessibility is a crucial component of our digital strategy and will be a focus of my presentation at Customer Experience Week. We work with experts in the field to continue to improve the digital experience for everyone."



2. INVEST IN INNOVATION

"We deploy technologies that are widely available in the market, in most home computers and smart phones. In the past year alone Coles has invested millions of dollars in introducing innovation through our new and improved Coles app, click and collect for liquor, a one-stop online destination for flybuys travel bookings and an enhanced Coles online website.

Our loyalty and reward program flybuys is very popular with our customers. Not only does flybuys help our customers save money, it also allows us to personalise offers to customers to help them save on their weekly shop."



3. DEVELOP PERSONALISED AND USER-CENTRIC INTERACTIONS

"Our analytics team draws on our own business reporting and analytic platforms and algorithms, to work out the best product range and offers to put in our stores. We use this information to further enhance the shopping experience for our customers both in-store and online."

4. LISTEN TO YOUR CUSTOMERS

"We have seen Net Promoter Score improvements across our platforms and an increase in customer loyalty. As our online business continues to grow, we've received a positive response from customers to the enhanced Coles online website. We've also seen significant uptake of the Coles app which was released in October 2016."



5. MEASURE THE SUCCESS AND IMPACT OF YOUR CX STRATEGY

We use a range of tools to listen to our customers, including our customer survey Tell Coles, regular workshops and focus groups, Adobe web analytics, Net Promoter Scores, and insights from our external partners.



INTERESTED IN LEARNING MORE?

Join Stuart at **Customer Experience Week 2017** where he will further explore how Coles is putting the customer at the heart of their digital strategy, including how they've built a site that derives usability from accessibility, achieves faster and better UI for checkout and reduces compliance risk.

For more information visit www.customerexperienceevent.com.au or call **+61 2 9229 1000** or email enquire@iqpc.com.au

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