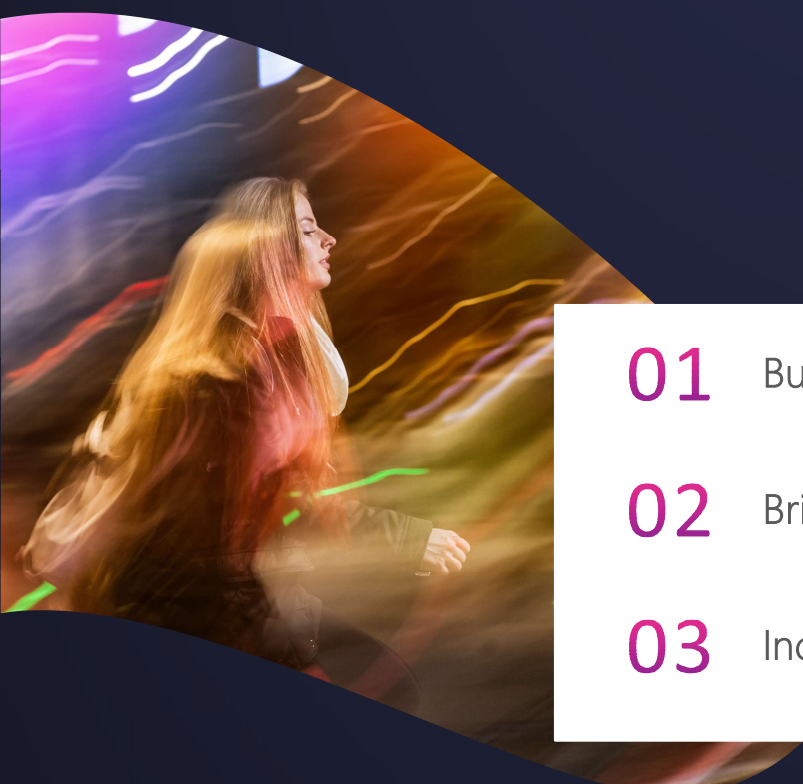




Insights Unleashed: Navigating the Retail Revolution

KRYSTLE CRAYCRAFT
SENIOR VICE PRESIDENT, MARKETING AND DIGITAL

Keeping up with the speed of change



- 01** Building brand love
- 02** Bridging technology to reach your audience
- 03** Increasing engagement with digital and AI

Building Brand Love



There is a **direct link** between profit and customer experience

37%

of people worldwide think that many companies are prioritizing profits over better customer experiences.

40%

of CXOs say they plan to raise prices to pass cost increases to customers.

Leading reasons why customers feel less valued



Customer service drives the customer experience...



...and the lasting impression your brand leaves with that customer

What is Skimpflation?



*Customers are noticing declines
in quality –
both product and packaging*

What now?

Ask:

- 01** How are you balancing necessary cost-cutting measures without waning the customer experience and your brand's perceptions?
- 02** Are you aligned organization-wide on customer service standards and ideals?
- 03** Have you connected customer feedback to points in their journey that can be strengthened or improved?
- 04** Are there any points along your customer's journey that could hinder long-term loyalty?

A hand holding a smartphone displaying a data dashboard with various charts and graphs. The phone is positioned on the left side of the frame, with a large, wavy, purple-to-blue gradient shape behind it. The text 'Bridging Technology to Reach Your Audience' is centered within this gradient shape.

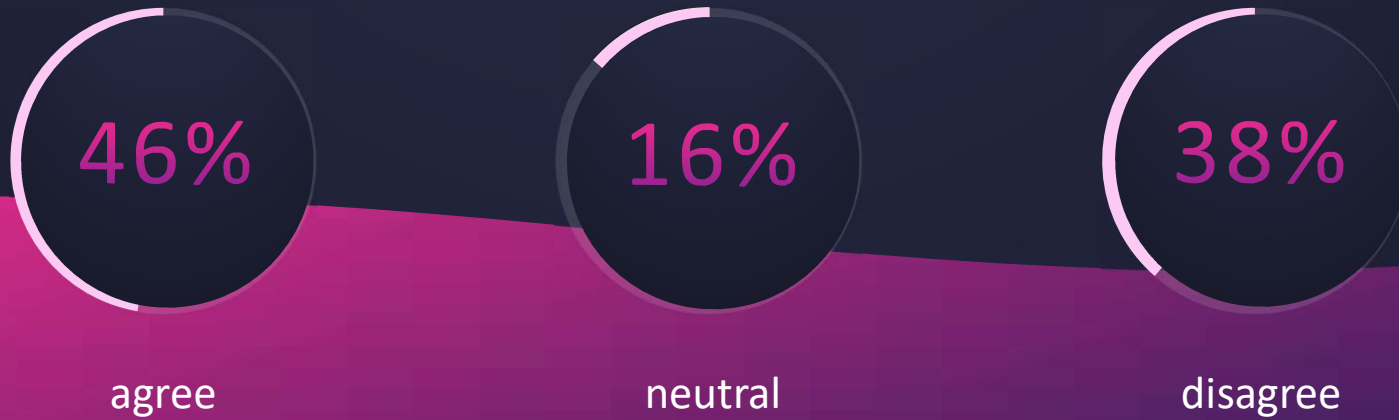
Bridging Technology to Reach Your Audience

Technology has **complicated**
consumers' lives...
as much as it has simplified it

47%

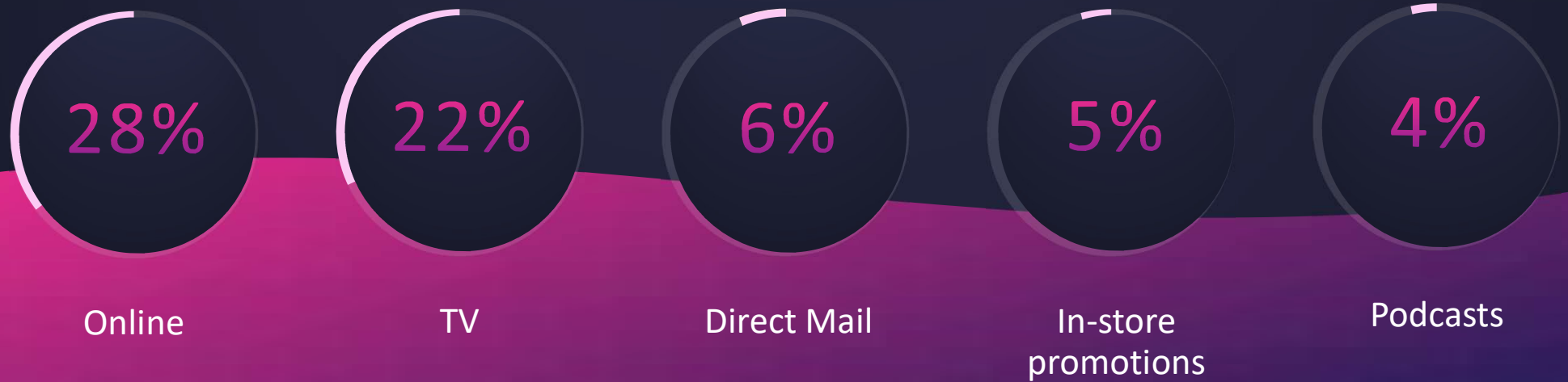
*find the speed of new
technology overwhelming.*

Views on advertising



“Advertising helps me choose what to buy.”

Top channels in 2023



Online

TV

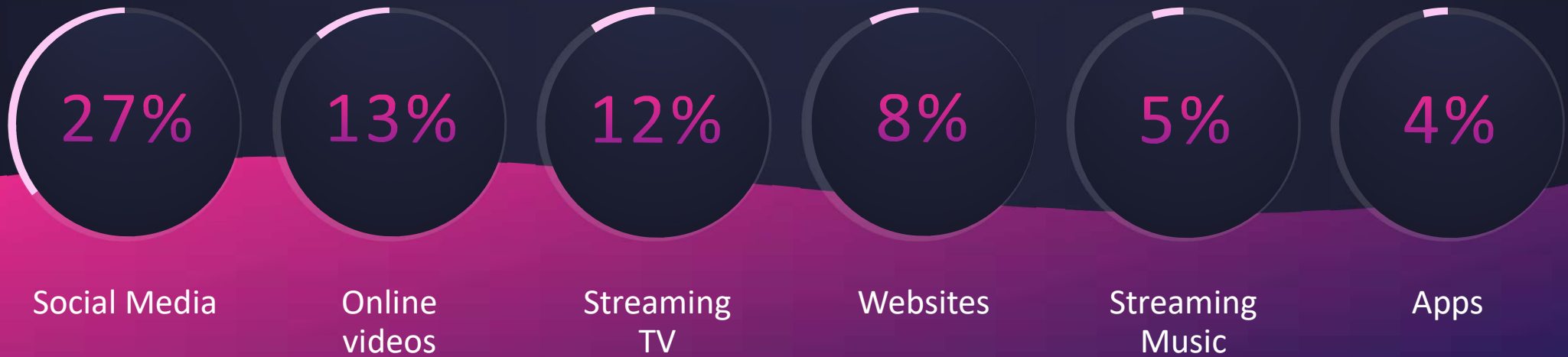
Direct Mail

In-store
promotions

Podcasts

Online continues to lead YoY

Top online channels in 2023



Social media leading, yet declining

What now?

Ask:

- 01** How will you be able to embrace the new digital divide between those that embrace the pace of tech changes and those that can't or don't want to?
- 02** Will the new technology drive an elevated experience, or add a mental load?
- 03** How will new technology drive engagement with your brand?
- 04** How can your advertising choices drive engagement?

Increasing Engagement with Digital and AI

*Welcome back
Krystle.
How may I help
you today?*

Customers
are
bored

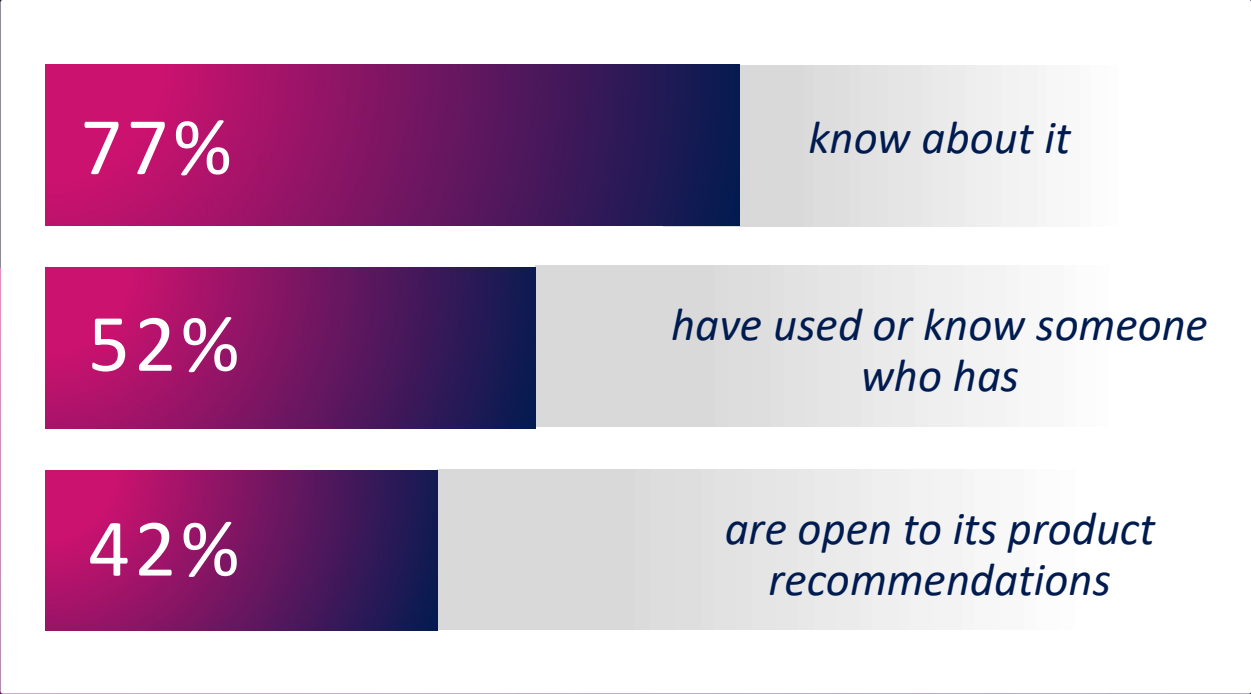
45%

of global respondents find shopping experiences dull.

35%

of respondents find app designs indistinguishable across brands, a sentiment that rises to nearly 40% amount 18-24 year-olds.

Conversational AI (e.g. ChatGPT) is a prime opportunity for enhanced customer engagement and differentiation



What now?

Ask:

- 01** In a sea of excessive content that often leads to user overload, how can you make your brand distinctive?
- 02** What opportunities do you have to transform common pain points across all your digital interfaces?
- 03** Are you tech led? What will it take to get there?
Have you considered an “innovation team” to dive in?
- 04** How fast will user expectations of your brand experience change as generative AI becomes everyday interactions?
- 05** Can you use conversational interfaces to unify your marketing, sales, and service processes and customer interactions?



Customer affinity requires new thinking

Understanding customer preferences and long-term needs and wants will inform the customer journey

Jewelers who can adapt with technology can deliver scalable, impactful customer experiences

Thank You

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