



## Experience Professionals Influencing Framework

Strategic Initiatives	How do we measure success? (KPIs)	What feedback from customers & employees is important?	Feedback Touchpoints	What teams play key stakeholder roles?	What actions will the stakeholder teams take?
<p><b>Increase Online Cart Conversion by 1%</b></p>	<ul style="list-style-type: none"> <li>○ Cart Conversion %</li> <li>○ Cart Abandon %</li> <li>○ Abandon Cart Revenue</li> </ul>	<ul style="list-style-type: none"> <li>○ How was the digital experience for purchasers?</li> <li>○ Why did customers abandon their cart?</li> <li>○ What is the size of cart revenue left in cart?</li> <li>○ What are the reasons why customers are calling in to the call center?</li> </ul>	<ul style="list-style-type: none"> <li>○ Post Cart Completion</li> <li>○ Digital Intercept</li> <li>○ Cart Abandon Behavioral Intercept</li> </ul>	<ul style="list-style-type: none"> <li>○ Digital eComm Manager</li> <li>○ Digital Cart Product Team</li> <li>○ Call Center Leaders</li> </ul>	<ul style="list-style-type: none"> <li>○ eComm leader will prioritize high-value optimizations by understanding what, why &amp; size.</li> </ul>
<p><b>Reduce Frontline Employee churn by 10%</b></p>	<ul style="list-style-type: none"> <li>○ Turnover Rate %</li> <li>○ Employee Satisfaction</li> <li>○ Onboarding Satisfaction</li> <li>○ Training Satisfaction</li> <li>○ Team Satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>○ Why are our employees leaving our organization?</li> <li>○ How impactful is the onboarding experience?</li> <li>○ How well are our employees trained to perform their roles?</li> <li>○ How well do our employees feel welcomed within their teams?</li> </ul>	<ul style="list-style-type: none"> <li>○ Exit Survey</li> <li>○ 30 Day Onboarding Pulse</li> <li>○ Post Training Survey</li> <li>○ 90 Day Pulse</li> </ul>	<ul style="list-style-type: none"> <li>○ HRBP</li> <li>○ Operations BU Leader</li> <li>○ Multi-Unit Leader (DM)</li> <li>○ Store Manager</li> <li>○ Training &amp; Development Team</li> </ul>	<ul style="list-style-type: none"> <li>○ HRBP – partner with operations to address any concerns</li> <li>○ Training &amp; Development – partner with Ops to upskill managers</li> <li>○ Training &amp; Development – evaluate changes to training</li> </ul>
<p><b>Increase Store Traffic Conversion by 5%</b></p>	<ul style="list-style-type: none"> <li>○ Conversion %</li> <li>○ Employee Sales Effectiveness</li> <li>○ Cross-Selling Effectiveness %</li> <li>○ Avg Ticket Size</li> </ul>	<ul style="list-style-type: none"> <li>○ How well do our employees engage with our customers?</li> <li>○ Do our customers feel more confident, empowered and confident?</li> <li>○ How well do we recommend different styles?</li> </ul>	<ul style="list-style-type: none"> <li>○ Post Purchase Survey</li> <li>○ Non-Purchaser Engagement</li> <li>○ 45 Day Post Purchase</li> </ul>	<ul style="list-style-type: none"> <li>○ Operations</li> <li>○ Training &amp; Development</li> <li>○ Multi-Unit Leader (DM)</li> <li>○ Store Manager</li> </ul>	<ul style="list-style-type: none"> <li>○ Training &amp; Development – partner with Ops to upskill managers as coaches</li> <li>○ Training &amp; Development – partner with Ops to upskill employees</li> <li>○ Operations – coaching effectiveness dashboard for 1:1 coaching</li> </ul>

# The Impact of Experience

## Strategic Initiative

How Customer / Employee Feedback data was used to influence strategic initiative.

## Business Impact

### Digital Cart Conversion

By understanding why customers abandoned their online shopping cart, our eCommerce team was able to identify and prioritize 3 website optimizations: offer Apple pay as a payment option, ability to combine 2 coupon codes to a purchase, and confirm delivery date in check-out flow.

**+22% Increase**  
**Cart Conversion trailing 6-weeks**  
 (~\$500k additional revenue)

### Reduce Frontline Employee Churn

By understanding employee feedback throughout their onboarding journey, our Training and Development team created an upskilling role-playing course to effectively train our store managers how to be more impactful in coaching sessions, and our multi-unit leaders are calling new hires during their first week to welcome them to the company.

**50 Basis Point Decrease**  
**New Employee Churn**  
**First 90-days**

### Increase Store Traffic Conversion

By understanding how customers rate our employee's sales effectiveness through our Five-Star Customer Engagement model, our store managers were equipped with a dashboard that identified areas for upskilling that was given on a 1:1 role playing basis.

**+2.5% Increase**  
**Conversion trailing 6-weeks** (~\$370k additional revenue)