

Drive More Business with Personalized In-Store Services and Web Technology

April 17, 2008

Speakers

Featured Speakers:

- Doug Fleener, President & Managing Partner, Dynamic Experiences Group
- Todd Haggerty, Manager of Store & HR Systems, David's Bridal

Moderator:

- Ed Mallen, CEO, TimeTrade Systems

Agenda

- Housekeeping
 - Slides available after the presentation at:
www.timetrade.com/resources/webcasts/retail-0408.asp
- Improving Customer Experience to Improve Business
- Bringing Web-based Appointment Scheduling to In-Store Services
- Drive Revenue and Loyalty with Web-based Scheduling
- Conclusions and Q&A

Polling Question 1

What type of retailer are you?

- A. Big Box
- B. Small Box
- C. Franchise
- D. Large Specialty
- E. Small/Medium Specialty
- F. Other



Improving Customer Experience to Improve Business

Doug Fleener, President & Managing Partner

April 17, 2008

timetrade TM
appointment scheduling experts

*Retailers' Struggles Mean Lean Times
at the Mall*

Wall Street Journal - April 9, 2008

*Bernanke Says the Word: 'Recession'
May Be Near*

Wall Street Journal - April 3, 2008

*Williams-Sonoma Profit Rises, But
Outlook Cautious*

Reuters - March 27, 2008

“.... not get caught up in chasing revenue, because **long-term value for the shareholder can only be achieved if you create long-term value for the customer and your people.**”

Howard Schultz
Chairman and CEO
Starbucks
Time - April 7, 2008

Customer Experience

Definition:

The perceptions, emotions, actions and reactions a customer has while interacting with a retailer's environment, products, and employees



Experience vs. Service

Customer Service

“What we do.”

Customer Experience

“What the customer thinks about what we do.”



What Customers Want

A 2007 study by BIGresearch Survey confirmed that good customer service is what most loyal consumers expect.

Top Five Elements for Best Customer Service

1. Always Helpful (35%)
2. Available Staff (18%)
3. Fair Return Policy (14%)
4. Good Communication (12%)
5. Friendly Staff (12%)

Customers Say Good Service is More Than a Smile
BIGresearch - February 2007



What Customers Want

“They want the right product free of defect:

- ✓ When they want it
- ✓ How they want it
- ✓ In an environment of caring.”



Dr. Joseph Michelli
Author of *The Starbucks Experience*

Polling Question 2

Do you currently schedule retail services and, if so, how? (Choose all that apply)

- No, we do not schedule retail services
- Yes, we schedule services manually
- Yes, we schedule services using a call center
- Yes, we schedule services using IVR
- Yes, we schedule services using the web
- Yes, we schedule services using all of the above

What Customers Get

Customer Dissatisfaction Study

In 2007 *The Verde Group* and *The Jay Baker Retailing Initiative at Wharton* surveyed 2,200 American shoppers to better understand the impact of Sales Associate interactions on shopper loyalty and value.



What Customers Get

- 58% of all shoppers experience at least one problem in any given shopping visit
- Of the top ten most bothersome problems for shoppers, nine involve the staff
- When problems occur, they occur in clusters. A shopper who encounters a problem will most likely average almost 4 problems in that shopping trip
- The younger the shopper, the more likely they are to have a problem.
 - 68% of shoppers between the ages of 18 - 44
 - 54% of shoppers between the ages of 45 - 54
 - 50% of shoppers between the ages of 55 - 64
 - 41% of shoppers over the age of 65



Customer Dissatisfaction Study
The Verde Group & Wharton Business School

What Customers Get

Top 5 Problem Statements

Really Bothered (Me)
Not Likely Go Back
to Store

Sales Associate (SA) had 'that's not my department' attitude

32%

Could not find anyone when needed help

31%

SA followed, pestered when you wanted to browse on own

30%

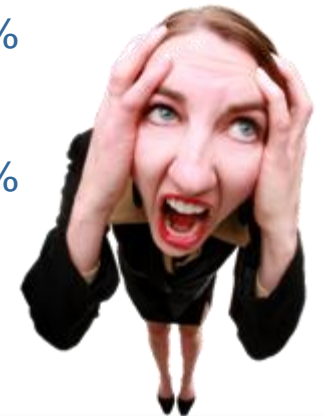
SA acted like you were intruding on their time/conversations

29%

SA insensitive to long check-out lines

27%

Customer Dissatisfaction Study
The Verde Group & Wharton Business School



Impact on Loyalty

- Sales Associate problems are nearly 50% more damaging to shopper loyalty than are store problems
- Loyalty risk is greatest when shoppers need but cannot find a Sales Associate
- Inattentiveness to long check-out lines and being ignored by a Sales Associate also account for significant loyalty loss



Customer Dissatisfaction Study
The Verde Group & Wharton Business School

Impact on Advocacy

- 79% of the customers that had a problem will not recommend the store to others
13% of the customers that did *not* not have a problem would not recommend the store to others.
- Inattentiveness to long check-out lines is the single largest driver of negative word-of-mouth
- Sales Associate problems drive 50% more negative word-of-mouth than do store problems
- Decreased advocacy results in lost business

Customer Dissatisfaction Study
The Verde Group & Wharton Business School



“..... long-term value for the shareholder can only be achieved if you create long-term value for the customer and your people.”

“Customers want the right product free of defect when they want it, how they want it, in an environment of caring.”

Creating More Memorable and Effective Customer Experiences

Offer more personalized in-store and/or in-home services.

- One-on-one consultative selling, design, and fitting/installation
- Expertise accessibility (Genius Bar approach)
- Mobile services
- Workshops and classes
- Segmented customer events



Creating More Memorable and Effective Customer Experiences

1. Offer more personalized in-store and/or in-home services.
2. Develop and execute a systematic approach to the customer experience.
3. Designate dedicated staff members to engage customers and facilitate their experience.
4. Reduce wait times at primary points of engagement.



Drive More Business with Personalized In-Store Services and Web Technology



DAVID'S BRIDAL

Bringing Web-based Appointment Scheduling to In-Store Services

Todd Haggerty, Manager of Store and HR Systems

April 17, 2008

timetrade ™
appointment scheduling experts

David's Bridal Overview



- David's Bridal serves more brides-to-be than any other bridal retailer in the U.S., with over 280 locations in 46 states and Puerto Rico.
- www.davidsbridal.com was recognized as one of **Internet Retailers: Hot 100 Internet Sites in 2007**.
- 80% of all brides shop David's Bridal in-store or on-line.
- Nearly one in three U.S. brides wearing a gown walk down the aisle in a David's Bridal wedding dress.



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Challenge

- Internal push to utilize an appointment scheduling solution
- Paper-based appointment scheduling process
- New client recruitment done solely by store sales associates
- Chain-wide appointment reporting done manually

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Challenge: Manual Scheduling & Reporting

- Appointments used as metric for measuring success, higher traffic=greater sales
- Store staff take appointments and hand-write on the schedule
- Manually count appointments for the day, week and month
- Call to manager with numbers at end of each day
- Appointments input into spreadsheet for executives

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Scheduling Needs

- Personalized services: gown/dress selection, shoes, veil, etc.
- Appointment type determines the length of the appointment
- Bridal vs. Non-Bridal (e.g., special occasion, mother of the bride, bridesmaids, etc.)
- First appointment or follow-up appointment
- Clients may select specific sales consultants

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Unique Solution Needs

- Ability to integrate with customer, HR, and scheduling information
- Centralized application to allow access by both corporate and store users
- Handle bridal party and wedding as a unique event
- Smooth walk-in traffic
- Web and call center access to appointment scheduling

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Why TimeTrade?

- Conducted an extensive evaluation process
- Evaluated internally built solution and issued RFPs to scheduling solution companies
- Decision based on TimeTrade's ability to scale to all 300 locations

DAVID'S BRIDAL

TimeTrade Solution

Currently:

- In pilot phase
- Corporate users have access to appointment statistics in central database
- Appointment scheduling calls routed to David's Bridal call center
- Capture walk-in customer data into the appointment management system

With plans to:

- Integrate with our website to allow customers to book appointments online
- Integrate with our CRM and HR solutions
- Support lead generation to drive centralized appointment scheduling

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Summary

Benefits of a web-based scheduling solution:

- Feedback has been very positive with all store managers
- Streamlines workflow
- Frees up staff time to focus on sales activities
- Provides more centralized view of business
- Eliminates manual process, human error with appt scheduling, and enables accountability for store managers
- Increased customer satisfaction as wait time is significantly reduced
- Allows customers to self-select appointment time
- Stores better prepared for appointment

DAVID'S BRIDAL

Drive Revenue and Loyalty with Web-based Scheduling

Ed Mallen, Chief Executive Officer

April 17, 2008



About TimeTrade

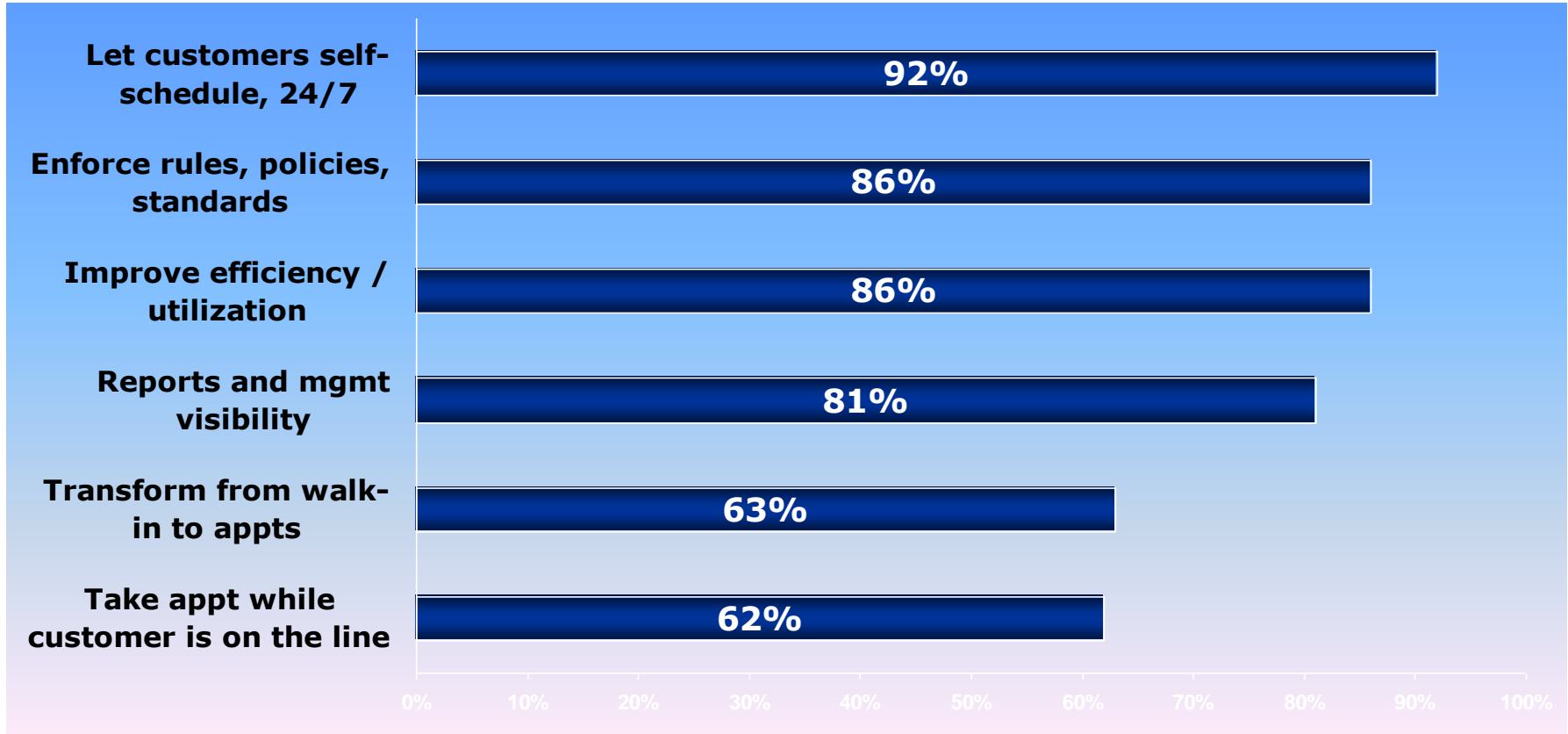
- The leading provider of appointment scheduling solutions to large and mid-size organizations
- Founded in 2000
- Appointment scheduling sole focus
- We offer...
 - Turnkey solutions that are quick to implement
 - Extensive customizations based on an extensible architecture
 - Embeddable solutions that can be integrated with other systems using a Services-Oriented Architecture

“TimeTrade addresses a broad class of distributed scheduling problems that are ripe for transformation on the Web.”

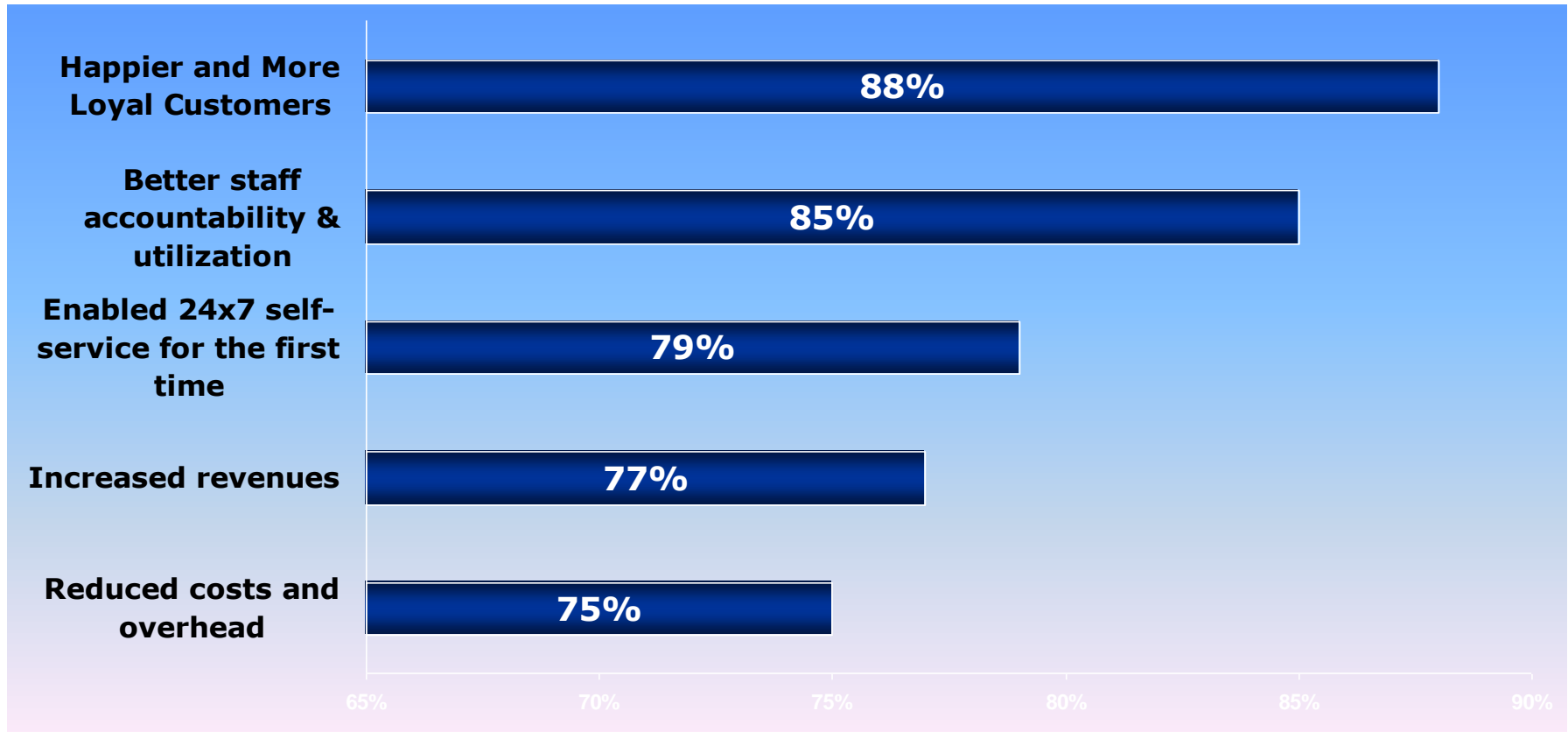


Patricia Seybold Group
Strategic Consultants & Thought Leaders

Top Six Reasons Customers Implement TimeTrade



Top Five Benefits to Implementing TimeTrade



More Than 160 Million Appointments Scheduled by TimeTrade Customers

- **In Retail, including:**
 - Best Buy
 - CPI Corp
 - David's Bridal
 - Janovic
 - Lifetouch
 - Lowe's
 - Petco
 - Ritz Camera Proex Studios
- **In Other Industries & Sectors, including:**
 - Commercial – business services, financial services, healthcare
 - Government – federal, state, local
 - Higher Education

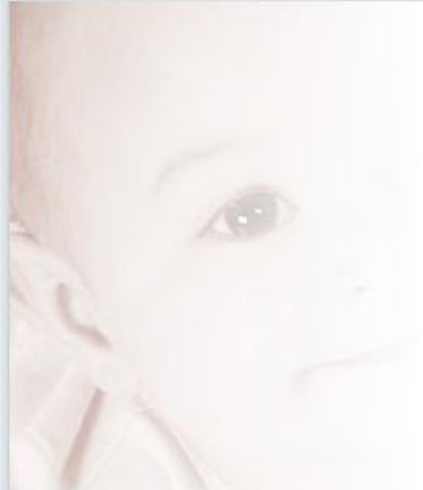


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Enter your zip code for studio locations and to schedule your appointment online or call 1-888-PORTRAIT (Toll free 1-888-767-8724).

submit >>

U.S. and Puerto Rico only.

Sears Portrait Studio has locations throughout the United States, Puerto Rico and Canada.

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Studio locations near you

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Burlington Mall
1100 Middlesex Turnpike
Burlington, MA 01803
888 - PORTRAIT [make appointment >>](#)
[special offers >>](#)

Natick Mall
1235 Worcester Road And
Speen Street
Natick, MA 01760
888 - PORTRAIT [make appointment >>](#)
[special offers >>](#)

Cambridge Galleria
100 Cambridgeside Place
Cambridge, MA 02141
888 - PORTRAIT [make appointment >>](#)
[special offers >>](#)

Square One Mall
1325 Broadway
Saugus, MA 01906
888 - PORTRAIT [make appointment >>](#)
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300 Providence Hwy
Dedham, MA 02026
888 - PORTRAIT [make appointment >>](#)
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Please log in to Sears Portrait Studio.

If you have a searsphoto.com account, use your member login information.

Not a member?

Please fill out the following information (all fields required)

First Name:

Last Name:

Email:

Phone Number: () -

Zipcode:

Password:

Confirm Password:

- Remember my Email and Password on my computer.
 - Yes, I would like to receive emails from searsportrait.com and Sears about special promotions.
- [sign in](#) >>

Already a member?

Enter your Email and Password
(if you're already a searsphotos.com member, use your member login information).

Email:

Password:

- Remember my Email and Password on my computer.
- [log in](#) >>



Thank you! Your account information has been received. Please follow the next four (4) steps to make an appointment.

Step 1: Number of Subjects

Please select the number of people who will be included in your portraits.

1
2
3
4
5
6
7
8
9
10
11

Portrait session with more than 11 people, please call 1-888-PORTRAIT (Toll free 1-888-767-8724) to make your appointment.

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Please select the number of people who will be included in your portraits.

3

For a portrait session with more than 11 people, please call 1-888-PORTRAIT (Toll free 1-888-767-8724) to make your appointment.

Step 2: Appointment Date

Click on the calendar below to select a date for your appointment.

For personal assistance scheduling an appointment, please call 1-888-PORTRAIT (Toll free 1-888-767-8724).

If you would like an appointment for 4/10/2008

Untitled Page - Microsoft Intern...

April 2008						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10

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04/16/2008

If you would like an appointment for 4/10/2008, call 1-888-PORTRAIT (Toll free 1-888-767-8724).

Step 3: Time of Day

Please select the time of day you prefer.

Morning Afternoon Evening

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04/16/2008

If you would like an appointment for 4/10/2008, call 1-888-PORTRAIT (Toll free 1-888-767-8724).

Step 3: Time of Day

Please select the time of day you prefer.

Morning Afternoon Evening

Step 4: Appointment Time

Please select an appointment time.

Note: When your appointment is confirmed, you cannot change or cancel your appointment online.

To make changes, please call 1-888-PORTRAIT (Toll free 1-888-767-8724).

1:00 PM 3:00 PM 4:00 PM

Confirm >>



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**Thank you for making an appointment at Sears Portrait Studio.
Print out this page as a reminder of your portrait session.**

Confirmation

Burlington Mall
1100 Middlesex Turnpike
Burlington MA 01803
PORTRAIT
Your appointment is on 4/16/2008 at 1:00 PM
3 subjects
Your confirmation number is: RPX48044

Please print this confirmation page and keep for your records.

If this information is incorrect or you would like to reschedule your appointment,
call 1-888-PORTRAIT (Toll free 1-888-767-8724).

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“TimeTrade improved our customer retention rate and reduced our call abandon rate...contributing to tens of thousands of recovered revenue per month in peak times....TimeTrade has certainly made my job easier and it allows Ritz Camera Proex Studios to deliver phenomenal service to our customers....”

Bryan Engblom
General Manager
Ritz Camera Proex Studios

Questions and Closing Remarks

We welcome your questions.

Presentation will be available for download at:

www.timetrade.com/resources/webcasts/retail-0408.asp



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Thank you for joining us.

April 17, 2008

