



BIZ INSIDER

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Teresa Hooper
Partner, JR.bizlink

I'm sure you are familiar with the expression 'Walk a Mile in My Shoes'? I was considering the phrase in the context of it's meaning in appreciating the customer experience.

The point is not that one has to have experienced something first hand – but whatever it takes for you to get the context. Firsthand experience is the most obvious and in some ways the easiest path to context. (The other way is that much neglected strategy: thinking.)

Empathising and understanding the customer perspective is invaluable, it helps us keep in touch with what is

A word from the Editor

meaningful. Here's 2 key thoughts on the practical applications of this idea?

1. The toughest thing in retail is to really walk in the shoes of your customers – and not to merely think you are.
2. When you recruit and manage staff (e.g. Gen Y) you are inclined to want them to be like you. The reason why they behave the way they do, is because they have a different context to you. If your employees are not committed to great customer service, they either don't have the skills or they don't understand the context. Create a burning platform to make them appreciate the urgency and the

importance.

I could go on, but you get the idea. If you want to fix your customer experience; an important requirement is for every stakeholder to really understand the context of the other stakeholders. Easily said, harder to do, but it can be done.

"I know where you are coming from" might be a cliché, and unfortunately it is usually said but not meant. If you really know where your customers/staff/suppliers are coming from, then selling, service, and negotiation becomes a whole lot easier.

T Hooper

For many years JR.Pharmacy has promoted the adoption of measurement processes used by the world's best retailers – especially when it comes to analysing the productivity of your stock and the space allocated to it. As such our services include the reporting of department/category performance at store level as well as producing Pharmacy Industry Averages to ensure our clients achieve maximum profitability.

Knowledge is power, and especially so in retail. Knowing which categories/stock lines are performing or failing and what is being achieved at an industry level simplifies decision making about stock/space allocation and pricing.

Australia's best retailers in pharmacy and grocery have teams of people constantly analysing product/category/store performance using the same reporting information that JR.Spacelink can now provide to you for both minimal effort and cost.

SpaceLink Benefits

- Understanding of the performance/ viability of categories within the store
- Simple to understand reports
- Drill down facility on multiple reports for quick analysis
- Web enabled access: 24/7 depending on your needs
- Information reported in standard industry categories for benchmarking purposes as well as in your own POS categories for ease of implementation of change at the store level
- Identify growth categories
- KPI analysis and How To's to change
- Benchmark against 'like' pharmacies

Contact [Teresa](#) to find out how SpaceLink can help your business.



Large organizations worldwide, across every industry, rely on the robust, enterprise-class QlikView Business Discovery platform to power decision making. QlikView enables IT pros to deliver self-service BI, providing a competitive advantage to the business. With QlikView, IT allows business users to create their own analyses so they can arrive at innovative decisions. QlikView lets IT serve the business like never before—all while assuring strict data security, quality, and governance.

QlikView's associative, in-memory architecture scales to work with up to billion-record data sets or thousands of users. Combined with the direct data access capabilities offered by QlikView's Direct Discovery, virtually unlimited data can be addressed. It lets IT deliver a consistent, highly-responsive user experience, while freeing it up to focus on core competencies.

QlikView enables IT professionals to deliver far more analytics and BI to the business than with any other approach. With its rapid application development capability, requests from the

business for new apps can be answered much more quickly, changes to existing applications made easily and with its self-service approach, business users can get answers to their own questions without turning back to IT for a new report. This all contributes to the success of QlikView and makes IT groups who provide it to an organization true 'champions to the business'.

- A single QlikView dashboard can replace many 10's of standardized reports
- QlikView liberates IT groups from mundane and low-value tasks
- Controlled Self-Service BI: Discipline at the Core but with Flexibility at the Edges

"With QlikView, this was one of those rare instances – I can honestly say – that when we delivered this to the business we exceeded their expectations. They actually got more than they thought they were going to get. For an IT professional, that's very satisfying."

– CIO, Fortune 500, Pharmaceutical Company

FEATURE

Insider Goes ONLINE

To find some interesting websites...



CVS



CVS have launched an empowering Drug Information Service that informs on critical subjects such as user health and well-being. Just type into the search box the name of the drug and all the related information is revealed for review.

Check it out @ www.cvs.com

Digital Life – The Age



The Age website features a highly informative technology section that features all things digital. This encompasses everything from portable devices through mobile apps to news on the latest and greatest advances in the world of technology.

Check it out @ <http://www.theage.com.au/digital-life>

Social Media

CHECK US OUT

Take a look at JR.bizlink's social media activity and sign up for alerts...



FEATURE

Why Greentree ?

The Greentree solution offered by JR.bizlink has several key advantages that set it apart from competitive offerings.

These 'differences' serve to deliver additional function, form and value for you and your customers. From customer service to manufacturing, from purchasing to warehouse, from all business activity to the financial results – Greentree with JR.bizlink provides an optimised, safe and secure business-building environment that scales and facilitates growth, Ultimately your business will be productively optimised, competitive and manageable.

Contact [Teresa](#) to see how JR.bizlink can help deliver better business solutions for you.



FEATURE

The Most Powerful Word in Sales

There's a very simple one-word question missed by almost all sales people: "Why?"

The "why" will identify your prospective customers' dominant motives. Once you do that, you will almost always make the sale.

People buy things only to solve a problem. This is true even with emotional purchases. When you buy your wife flowers or jewellery, you do so to solve some problem. "No" you say, "I love my wife and that is why I bought her a dozen roses." Look a little deeper and I assure you there is some problem you are trying to solve. Why do you think people say: "A happy wife is a happy life?"

Figure out the problem your customer or prospect is trying to solve and not only will you make the sale, you will make it quicker and it will be more profitable. The "why" is the fuel for every sale, what I also call the dominant buying motive.

Sometimes even your customers are not clear about their motivation. It is your job to clarify this. Getting them to answer the why will crystalize the reason they are doing business with you.

[Read more](#)

QUOTABLES

"I feel that luck is preparation meeting opportunity..."

**Oprah
WINFREY**

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