

British Heart Foundation

Challenge Statement:

Many retailers now offer apps to improve their customer experience and build loyalty. With around 750 stores, the British Heart Foundation is one of the UK's largest retailers and is interested in how it could enhance its own customer experience through an app. As a charity retailer there are a number of challenges that set us apart from other retailers, for example:

- The majority of what we sell in our shops is donated – this adds to a layer of complexity when it comes to selling our products online.
- Unlike most retailers, we aren't only trying to build loyalty amongst shoppers, our donors and volunteers are also key audience groups.
- As a charity retailer, we are eligible to receive Gift Aid on items donated by UK tax payers (25% value of donated item). How do we make this easy and attractive for our donors?

When approaching this challenge you may want to focus on one of these challenges or all of them. We're interested in how we can use different approaches and digital technology to enhance the experience of our retail customers and ultimately raise more funds for further life-saving research.

Online form on website

2 million calls

300,000 requests on online form

20,000 volunteers – could be old people ie not technical

3 audiences: donors, shoppers, corporate

Corporate is an area with very little tech

- They would just call in
- Mentioned calculator for landfill waste saved

Make app for shopping for stuff?

- Make e-bay rip-off but profit goes to BHF?
- Use beacon technology in store?

Gift aid of 25% ??

- Need to get taxpayer to say are taxpayer and give their details: name, etc
- Need to track gift-aid and tell person who donated
- No gift-aid from corporates

On phone call take details of customer

Van driver gets details of pickup on paper

18 million shoppers 2 million buy things I think

Donor audience:

- Focused on convenience
- Higher income bracket

Shopper audience:

- Lower income bracket

Things which can't be sold are sold as rags

Build in bit about what is being done with money etc