- Problem Selected: Enhancing Customer Service in Retail

- Prompt:

As a retail store manager, you want to improve customer satisfaction by enhancing the in-store customer experience. Please propose strategies to achieve this goal through improvements in three key areas:

1. **Staff training** - Consider approaches for improving product knowledge, customer service skills, and efficiency of retail staff through training programs. How can technology like virtual reality be leveraged for more engaging and effective staff training?
2. **Technology integration** - Recommend ways to integrate technology like self-checkout, inventory management systems, and data analytics to improve retail operations and the overall customer experience. How can technology remove pain points in the customer journey?
3. **Customer feedback analysis** - Suggest methods for actively collecting, analyzing and acting upon customer feedback. How can feedback be gathered at multiple touchpoints? What metrics would be useful to measure? How can insights be used to continuously refine policies, layouts, promotions etc?

- Rationale:

➢ The prompt provides clear context by specifying the goal of enhancing customer service in a retail store.
➢ It breaks down the task into three focused areas - staff training, technology integration and customer feedback analysis.
➢ It guides the thought process by asking questions about each area.
➢ It encourages providing specific examples to illustrate ideas.
➢ It prompts thinking about implementation challenges.
➢ Ambiguity is avoided by using specific language like "in-store customer experience", "virtual reality", "inventory management systems" etc.
➢ The overall goal of improving customer satisfaction is clearly stated upfront before detailing the strategies.