



# BEST VOICE

*Speaking our customers' language*

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# The Problem

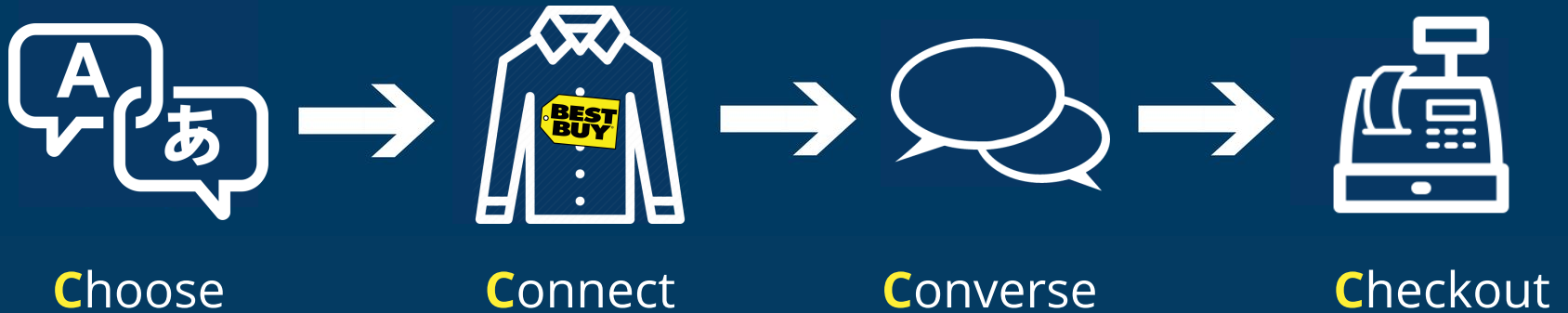


Providing an experience in native language increases purchase likelihood by **72%**



Customers are **85%** more likely to spend more in store if they have a positive in-store experience

# Four <C>process.





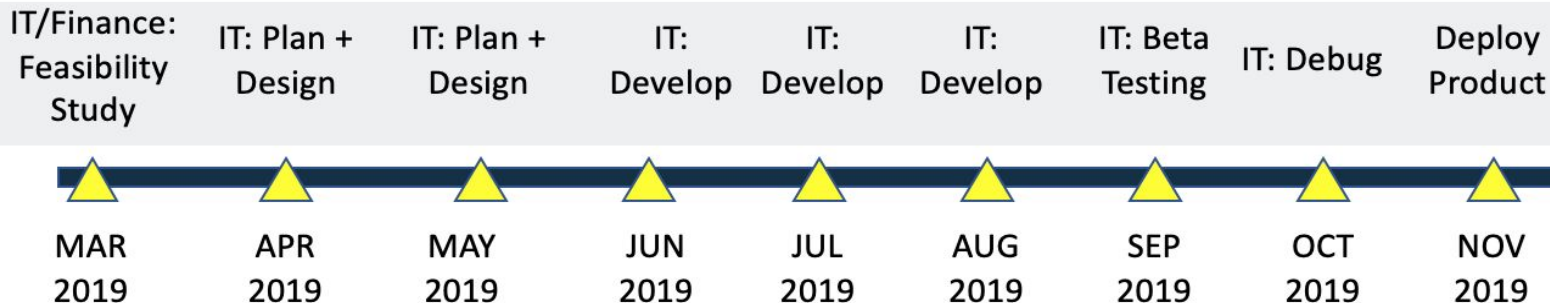
# Gains for

1. Increase customer engagement and reach new customer segment.
  2. Break language barriers.
  3. Personalize in-store shopping for ease-of-access.
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- A large yellow chevron graphic pointing upwards and to the right, composed of multiple parallel lines, located in the bottom right corner of the slide.

# Implementation

Marketing: Promotion    Marketing: Promotion

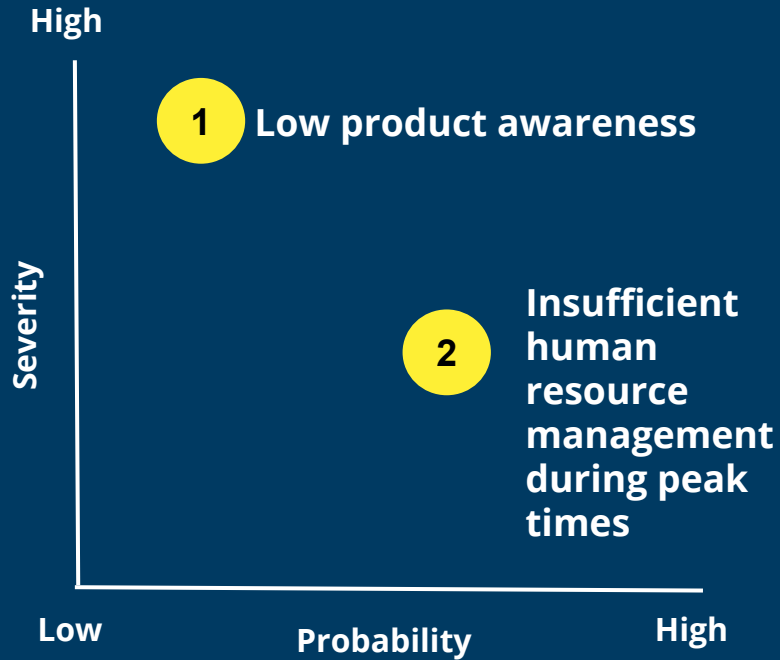
OPLOG: Reorganize Processes    OPLOG: Reorganize Processes    OPLOG: Training



**Thank you.**

**Any questions?**

# Appendix 1: Risks & Mitigation



- 1**
  - Omni-channel marketing to diversify reach options
  - Continuous monitoring of key performance indicators
- 2**
  - Leverage data from BestVoice to find peak times
  - Create dynamic work schedule



# Appendix 2: Calculating Immigrant Revenue

Costs (Avg)	Per Household (avg 2.9 people)	Per person
Communications	\$ 2,399	\$ 827
Household Appliance	\$ 554	\$ 191
Home Entertainment Equipment Services	\$ 196	\$ 68
<b>Total</b>	<b>\$ 3,149</b>	<b>\$ 1,086</b>
Conservative	# of Total Immigrants	303,260
*assuming immigrants do not have extra spending	Average Spending per Person in Industry	\$1,086
	Market Value of Target Segment	\$ 329,298,531
	Best Buy Market Share	36%
	Best Buy Portion of Target Segment	\$118,547,471
	2018 Revenue	\$3,187,000,000
	% of 2018 Revenue	<b>3.72%</b>
Idealistic	# of Citizens sole home language is foreign	2046602
	Average Spending per Person in Industry	\$1,085.86
	Market Value of Target Segment	\$2,222,327,418.81
	Best Buy Market Share	36%
	Best Buy Portion of Target Segment	\$800,037,871
	2018 Revenue	\$3,187,000,000
	% of 2018 Revenue	<b>25.10%</b>

# Appendix 3: References

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