



Business Plan



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Executive Summary

Objectives/Description of the Project

Best Buy CEO, Hubert Joly has stated that customer satisfaction has been one of the main reasons for the turnaround and conquering the “retail apocalypse of brick and mortar stores”. The goal of this proposal is to increase customer satisfaction by shortening the time that customers need to find the ideal product. By implementing machine learning to identify different customer demands, we can enable Blueshirts to respond optimally to a diverse customer scope.

Nature of Operations

Best Buy is an omnichannel retailer and on top of having a strong internet presence, it is aided by strong brick-and-mortar store which delivers a refined customer experience.

Products and Services

As of today, Best Buy has thousands of products in-store and hundreds of thousand of products online.

Risk Assessment and Contingency Plan

Risk is low due to the fact that it will not interfere with current businesses but help accentuate our skills with meeting customer demands.

Vision Statement

FOR **Best Buy brick-and-mortar customers**
WHO (IS DISSATISFIED WITH) **the time it requires to obtain a product**
THE **Hamster Tech**
IS A **kiosk**
THAT **provides personalized customer service and reduces search time**
UNLIKE **Amazon**
OUR PRODUCT **trains employees and matches customers with knowledgeable staff**

Case Study

Best Buy Case Study #3

Today it is not easy to find products in-store, even if customers know exactly what they want – this Business Case is meant to help customers to quickly find their product in store.

Problem

What is the problem?

Best Buy has over thousands of products per store; it's difficult for customers to find what they want. There are a lot of choices in terms of product variations and product types.

Best Buy's push into a "store-in-store" strategy, this can only complicate in-store navigation. As a result, customer's demands are not met efficiently. They may result in frustrations with searching for a product and also dealing with non-knowledge-specific Blueshirt employees that may detriment the entire shopping and customer experience.

Who is involved with this problem?

There are two main customer types: those who know what they want and need specific advice and those who need support and general advice.

Consumers are the main target for our business solution because they make up any retail business. To better develop and strengthen Best Buy's goal to provide a stronger customer experience, the employees are a secondary target for our solution. By enabling the employees with better knowledge of the situation, they are able to be more efficient. Best Buy is invested in this problem because it plays a large role in increasing customer satisfaction by enhancing customer experience

When does the problem occur?

This issue occurs whenever any customer enters the store to purchase and to find a product. As almost any customer is different in their needs, we need to find a way to become more efficient in making and

Where does this problem occur?

At any brick-and-mortar store, this will be a problem. Online stores are usually easier to search.

Why does this problem occur?

Best Buy is a company that stores thousands of products. As a result, with growing technology and new additions to the inventory, the problem becomes progressively larger and larger. Best Buy stores are designed to categorize inventory in a way that is unfamiliar to customers.

Tech/Usability

How does this tech work

1. Customer arrives at Best Buy in search a product
2. Customer interacts with a kiosk through verbal dialogue
3. The kiosk interprets the request and places it in 3 categories: specific inquiry, general inquiry, unavailable and/or undefined inquiry

SPECIFIC INQUIRY

4. The system assumes that the customer is knowledgeable about the product and sends location and product information to the kiosk. Example: I want a Asus G100 with 512 GB storage.
5. The kiosk displays the product location relative to the store layout, and other general information (price, specs, rating, etc.). It displays a prompt to request additional help from a Blue Shirt
6. The system also sends a ticket to Blue Shirt experts in the product of interest, notifying them that a customer expressed interest in the product.
7. The Blue Shirt responds accordingly by either checking in with the customer passively, or actively promoting the product depending on the request for additional help.

GENERAL INQUIRY

8. The system assumes that the customer lacks knowledge on the product and sends location and other relevant information to the kiosk. Example: I want a camera
9. The kiosk displays the product location relative to the store layout, and other general information (other products, most popular product, categories of that product). It displays a prompt to request additional help from a Blue Shirt
10. The system also sends a ticket to Blue Shirt experts in the product of interest, notifying them that a customer expressed interest in the product.
11. Since the system assumed the customer lacks knowledge, a knowledgeable Blue Shirt will actively engage with the customer to ensure a positive customer experience. The Blue Shirt will also respond according to the customer's request for additional help.

UNAVAILABLE/UNDEFINED INQUIRY

12. The system is not able to find the product, or the app is unable to interpret the customer's request. Example: I want to buy a Tesla
13. The system sends an experienced Blue Shirt to interact with the customer, either notifying the customer that the product is unavailable, or to clarify the customer's request.

Marketing Plan

Advertising and Promotion

Minimal outreach to the public. Advertisements can include snippets of customers engaging with the kiosks to inform the public of this technology. Advertisements can also highlight the improved customer experience due to this app.

In-store promotion includes large signs to indicate location of kiosks.

Pricing and Distribution

Ideally used in all stores. Particularly useful in periods with high traffic, where customers outnumber Blue Shirts

Customer Service Policy

Customer's search requests are logged into the database; however, it will not request any personal information from the customer. The kiosk does not guarantee that all search results will be successful. This problem is remedied by a Blue Shirt, who will always interact with the customer.

Location

One kiosk per section (appliances, TVs, printers, laptops, etc.) Also placed at strategic locations where it is visible, such as the entrance.

Equipment, Furniture and Fixtures

Upright kiosk that is robust and sturdy.

Bright design with inviting visuals to entice customers to interact with it.

Technology Required

Any device with a browser and internet connectivity. Ideally a device with a large and touch screen.

Research and Development

The 5 members from Hamster Tech. The app uses Node.js to process requests and responses to and from the server. The user interface is done primarily through HTML, JavaScript, and

CSS. The above technologies are free and requires web developers to maintain. The natural processing language is a paid Google API. Google conducts their own research into speech-recognition technology.

Feasibility Analysis

Market Trends

For retailers to survive, retailers need a multi-channel approach to compete. This is why Best Buy has implemented the “Renew Blue” strategy going forward. This strategy is all about increasing the quality of the customer service. Customers are not only more educated than ever before, but they demand a much higher level of service as well.

Hubert Joly, Best Buy CEO stated that, “Paired with a dynamic in-store experience, as we cannot use your sense online to see the differences in picture and sound quality.” This is key in developing a personalized buying experience with our machine learning platform that can help not only the customers find the products quickly and efficiently, but also provide an opportunity for employees to be able to provide a more responsive connection with the customer.

Lightspeed Research has noted that “Knowledgeable store associates” are one of the top trends in increasing customer satisfaction. Enabling sales associates to have real-time information and displaying knowledge is a definite value add and helps with customers to make an informed buying decisions. Thus, Smarter tech needs to be available to improve the customer shopping experience.

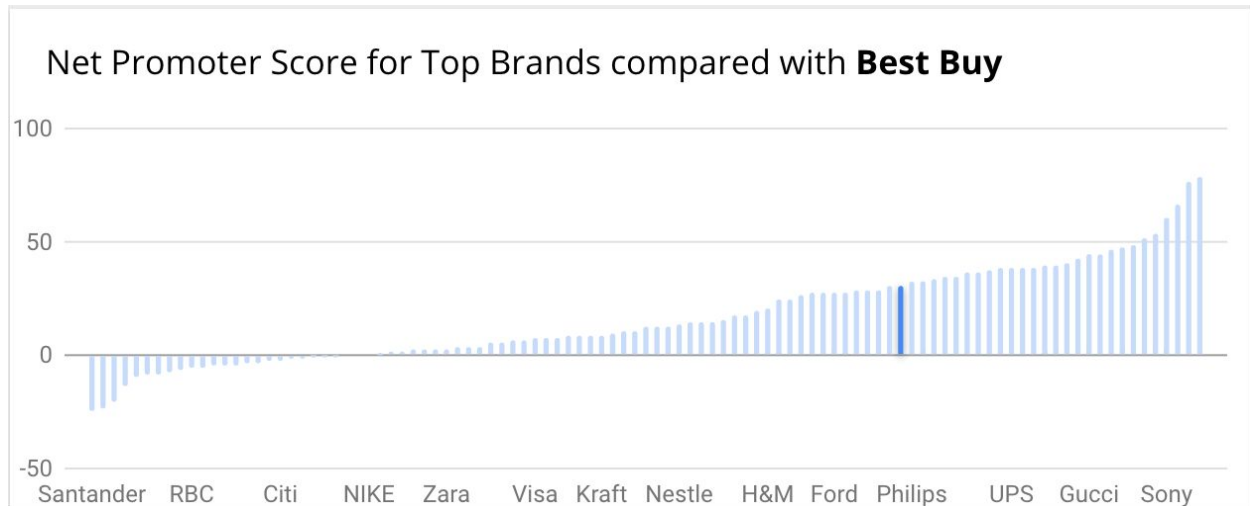
Finally, “Consulting, not selling” is noted by Lightspeed Research is the key for long term customer loyalty. Customers often spend weeks researching products because they are high-ticket items. There are those who know what they want and don’t want to be hassled by employees who do not understand the product to the same level. As a result, it is important to focus on completing transaction that can drive away customers who aren’t ready to buy but have not rejected the idea entirely.

Why Best Buy should put money into the product

Best buy is currently implementing a “store-within-store” strategy to enhance the product line and provide different types of variations in products to customers. They are able to improve product variety by implementing a store-within-store strategy and partnerships with startups. This causes a problem where it will make it hard to find a specific product because there are so many products in-store at any time. Our technology solves this issue by providing a machine learning algorithm to help search for the product and helping Blue Shirts develop the relationship organically.

Net Promoter Score Increase

Currently, Best Buy's NPS is at 31 -- an amazing score on the one of the best measures of customer loyalty metric. Temkin Research Group showed that the higher the NPS score, customers are 5 times as likely to repurchase from companies and 7 times more likely to forgive companies if they make a mistake. More importantly they are 9 times more likely to try new offerings, but there are improvements to be made.



Solving the disconnect

Retailers currently face a disconnection between the two main types of buyers in the marketplace. The ones who are general shoppers versus the specific shoppers who know what they want.

By implementing a proper service to match these inconsistencies between customer demands and the knowledge level of the staff, our product is integral for Best Buy moving forward to deliver great customer service efficiently and effectively.

Making the store as searchable as your website

There may be nothing more frustrating as you are walking around the aisles looking for a specific item that you can't find. Having an employee waste time to search for the product and then retrieve the item is not time well spent. A more efficient use of time is to having the employees understand the customers needs and minimize the customer demands and employee knowledge.

Upsell Value Add

Best Buy plans to develop and add value to the customer experience. As a result, they are implementing better ways in which the Geek Squad and the Blue Shirts can help with the customer experience and potentially upsell to the customers in a more consulting matter as compared to a hard-headed sales method.

Tracking

Money to be made tracking shoppers movements in store. Indoor-location tracking is a new up-and-coming industry that will have a profound effect on the retail sector.

On the most basic level, a store might notice that people often walk from “computers” to “refrigerators”, and then bring the two closer together. This is an important value add analytics that can help for a strong upsell. A retailer could also gain more insight into which departments are best at promoting which goods — and this is all without knowing anything about shoppers beyond where their legs take them.

The Competition

Amazon is Best Buy’s main competition as they have been on the forefront of e-commerce sales. As Best Buy becomes the leader in omnichannel sales, this will surely change.

Competitive Advantage

As Hubert Joly, Best Buy CEO mentioned, having different channels in which customers connect is an invaluable asset that even Amazon does not have. If Best Buy is able to make the customer purchase experience fluid and efficient, our advantage is not only an amazing online ecommerce platform, but also the best in-store retail experience the industry has ever seen.

Implementation Timeline

1. Implementation of the code to support the interaction (1 Month)
2. Develop database that saves and stores the interaction data (1 Months)
3. Ensuring that employees are trained and ready to (1 Month)
4. Hire draftsperson for a quick map of the stores (2-3 Months)

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