



CURRYS PC WORLD

Tested in Life to help you get it right

Marketing Society 2018, Employee Engagement

MARKETING SOCIETY 2018 EMPLOYEE ENGAGEMENT

All results data for judges' eyes only



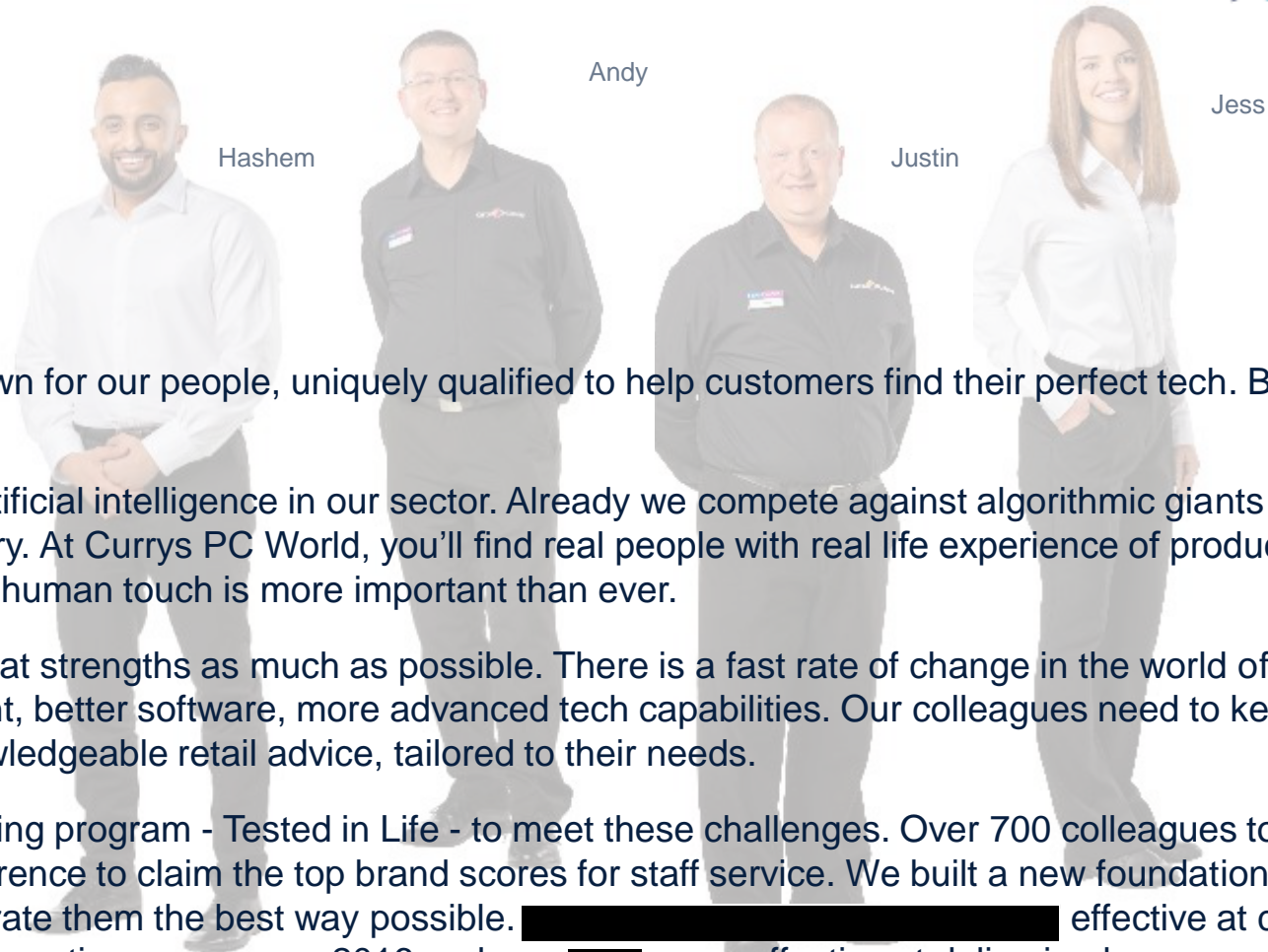
EXECUTIVE SUMMARY

At Currys PC World we have always been known for our people, uniquely qualified to help customers find their perfect tech. But we face two significant challenges.

Firstly, the encroachment of automation and artificial intelligence in our sector. Already we compete against algorithmic giants like Amazon, with unsurpassed scale and increasingly fast delivery. At Currys PC World, you'll find real people with real life experience of products. This is what sets us apart - and vital for us to maintain - the human touch is more important than ever.

The second challenge is ensuring we play to that strengths as much as possible. There is a fast rate of change in the world of consumer electronics - constant new product development, better software, more advanced tech capabilities. Our colleagues need to keep up, to ensure we still offer our customers the best, most knowledgeable retail advice, tailored to their needs.

This is the story of how we devised a new training program - Tested in Life - to meet these challenges. Over 700 colleagues took part, helping us reassert our position, driving up brand preference to claim the top brand scores for staff service. We built a new foundation for marketing communications featuring colleagues, to celebrate them the best way possible. [REDACTED] effective at cut through than marketing without colleagues, improved all diagnostic measures vs 2016 and was [REDACTED] more effective at delivering key messages.



MARKETING SOCIETY 2018

EMPLOYEE ENGAGEMENT

All results data for judges' eyes only

It's difficult to stay ahead of the curve

Currys PC World is the last survivor on the high street in the world of consumer electronics. It's an industry which moves fast. Operating systems update; innovation cycles shorten and better connectivity changes capabilities. This leads to a constant churn of products.

We rely on our people to set us apart, providing specialist knowledge, tailored to individual need. Quick innovation cycles present a huge challenge for a business like us, set apart by our service.



MARKETING SOCIETY 2018

EMPLOYEE ENGAGEMENT

All results data for judges' eyes only

The rules of the game are changing

On top of constant product change, are the spectres of automation and artificial intelligence. They're a real risk for our business.¹

First come the algorithms. Data-analysing algorithms will create more efficient, intelligent means of getting us what we want, faster. Amazon, the world's most valuable retail brand,² the third most valuable global brand, is our key competitor.

But there is also the threat to jobs - in warehouses, delivery and, crucially for us, on the shop floor. Why would anyone venture out to the shops to talk to someone if you could get the same service, cheaply and more quickly, online? We had to offer something no machine could rival.

Our objectives were:

1. Ensure our colleagues are equipped with knowledge to provide the best service possible
2. See off our competitors.

¹Source: pwc 'Will robots really steal our jobs?' February 2018

² <http://fortune.com/2018/02/15/amazon-microsoft-third-most-valuable-company/>

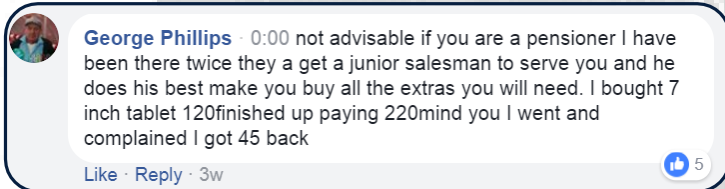
MARKETING SOCIETY 2018 EMPLOYEE ENGAGEMENT

All results data for judges' eyes only



But we had work to do

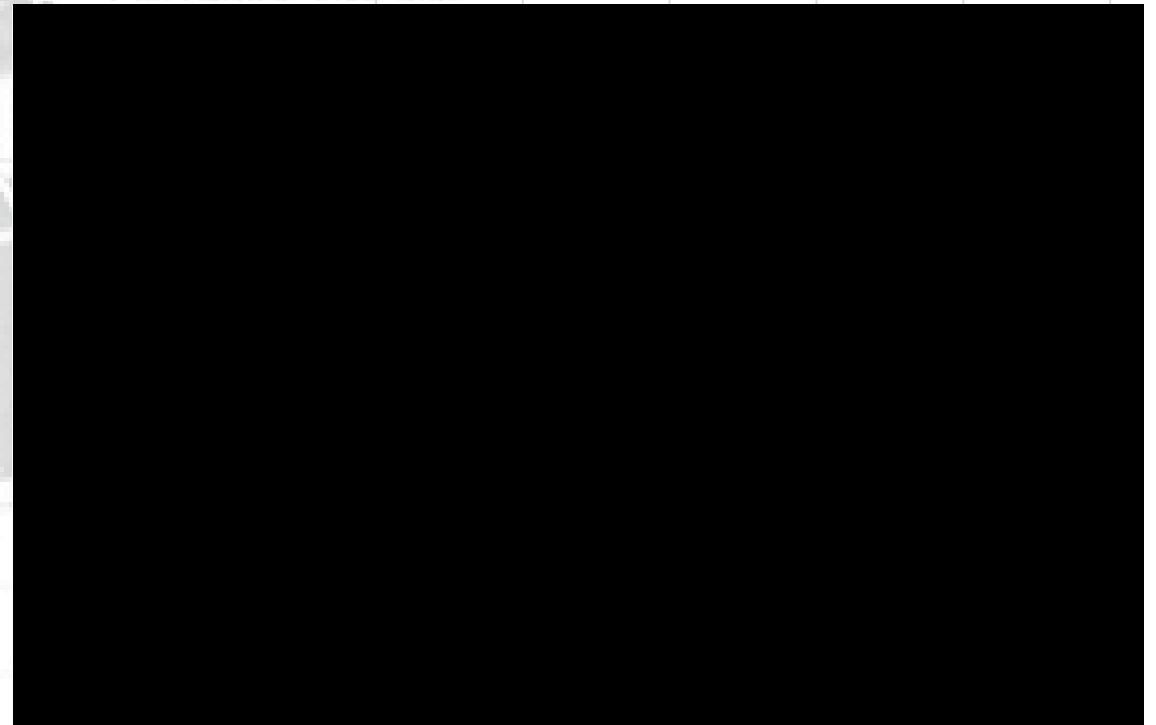
Customers weren't always happy with their experiences. They felt colleagues misread their individual needs, focusing on the sell. In fact, customers wanted to know about the user experience, not the product. Hence why product reviews - insights into everyday product use - occupy a significant role in the purchase journey.



We realised our colleagues weren't always equipped to provide the best service for each customer... who were then turning to our competitors.

'Imagine you were to research / shop around for tech products, which of the following would you do and in which order? Rank up to 5, 1 being the one you would do first and so on.'

Order in which consumers would use information sources to shop around for tech products, April 2017



MARKETING SOCIETY 2018

EMPLOYEE ENGAGEMENT

All results data for judges' eyes only

A genuine consumer need

When we asked store managers about their best staff, they repeatedly defined them as people passionate about the products, with hands-on experience. Therefore, crucially, with the confidence to actually help.

The shop floor is a pressured environment, with limited time for colleagues to immerse themselves in the products. It can't really substitute for real-life experience. Shoppers visit stores for precisely that reason - to get an idea of the products in person, particularly expensive ones. They want to get a feel for them, to discuss them with someone who knows more than just what they can read in a manual.

Attitudes towards shopping around for technology products (1/4) April 2017

MARKETING SOCIETY 2018

EMPLOYEE ENGAGEMENT

All results data for judges' eyes only

To drive preference, focus on people

We knew from brand tracking that our people could answer this consumer need, and more effectively than competitors.

This gave us an answer for our first challenge: the competition.

Amazon or ao.com don't have people to talk to.

John Lewis, famed for service, can't match our scale.

Argos doesn't offer specialist knowledge.

No one else can offer so many people to talk to, across more than 300 stores.

Raz

Candice

Ricardo

Megan

MARKETING SOCIETY 2018 EMPLOYEE ENGAGEMENT

All results data for judges' eyes only

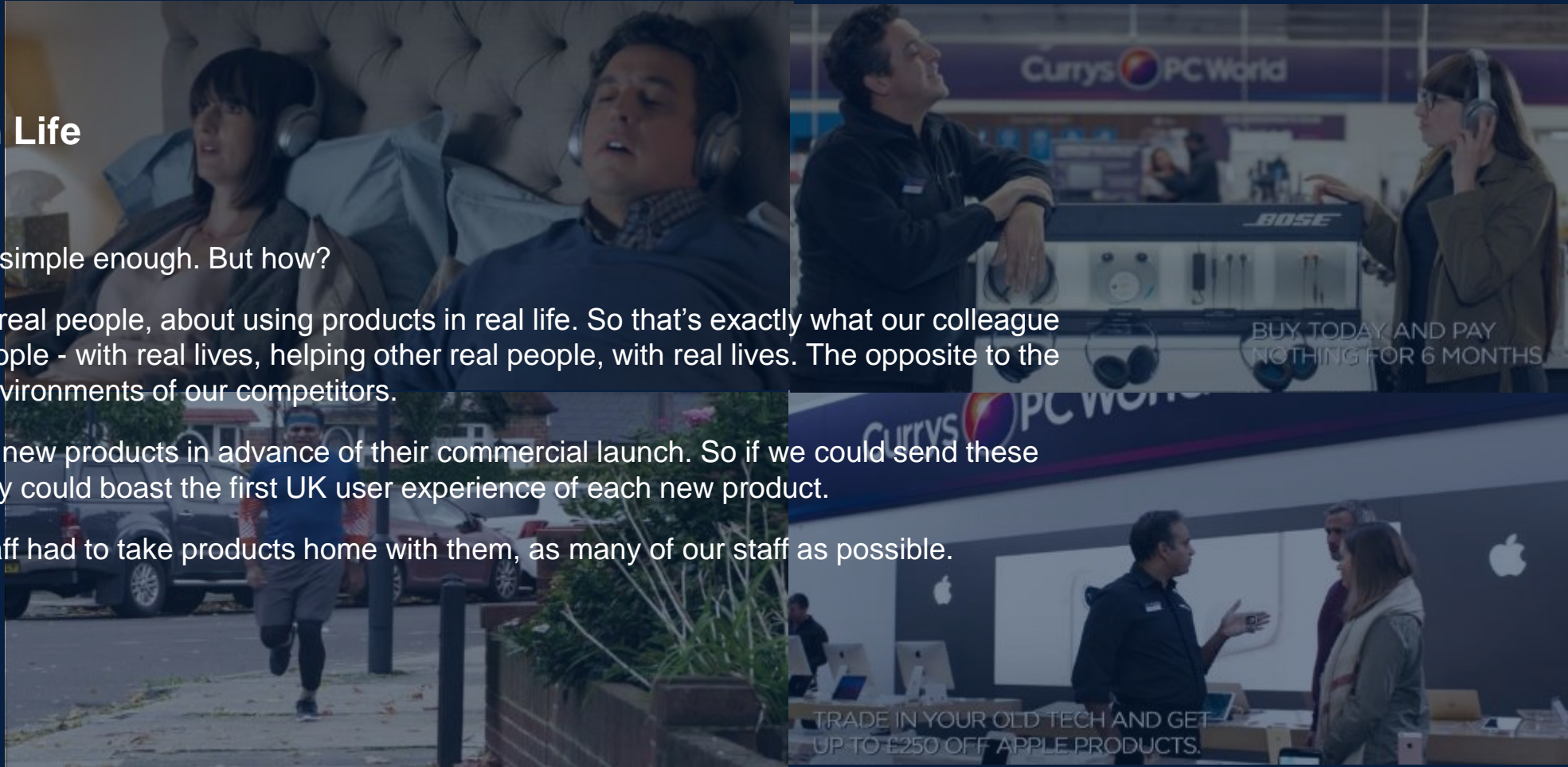
The answer: Tested in Life

Focus on our people. Sounds simple enough. But how?

Our customers want to talk to real people, about using products in real life. So that's exactly what our colleague advice should reflect. Real people - with real lives, helping other real people, with real lives. The opposite to the sterile, theoretical or virtual environments of our competitors.

We often sometimes received new products in advance of their commercial launch. So if we could send these home with our colleagues, they could boast the first UK user experience of each new product.

Our answer was clear. Our staff had to take products home with them, as many of our staff as possible.



MARKETING SOCIETY 2018 EMPLOYEE ENGAGEMENT

All results data for judges' eyes only



The Take-Home initiative

We chose 6 popular-ticket items for colleagues to use at home. We asked them to create video diaries and blogs, to share on our internal portal. We also planned workshops and roadshows nationwide to promote the initiative. By mid-2017, 100 *Google gurus*, 300 *Apple masters*, 100 *Lenovo testers* and 100 *Bose testers* had taken products home to test.

The Take-Home initiative was a significant shift in our approach, but it wasn't practical to rollout to every store. But we wanted all of our colleagues to feel a collective sense of pride, and this new initiative gave us confidence to really shout about it. What better way to do this than in marketing? To tell our colleagues' story and demonstrate their knowledge and value at scale?



MARKETING SOCIETY 2018

EMPLOYEE ENGAGEMENT

All results data for judges' eyes only

The launch: our colleague stars are born

We analysed our internal communications, refreshed customer journeys and planned how to bring colleagues into each touchpoint.

In-store we created new visuals and product guides, matched by online buying guides. We also developed an employee chat bot, staffed by colleagues, and talking head films on our tech news platform, www.techtalk.currys.co.uk. We also filmed influencers, including health and beauty bloggers Tasha Green and Zoe London, testing out new products whilst sat down next to our colleagues to get their advice.

In marketing, we opened up auditions to any colleague in any of our stores. Successful applicants were then invited to film and record voiceovers in our shoot locations. We featured them across our TV, press, and digital. In the run up to Christmas, our biggest spending period, ██████████ our TV media spend goes towards price and promotional communications (P&P), all of which featured our real-life colleagues.

In brand communications, the remaining ██████████ TV media spend, we re-created the story of the take-home initiative, set in colleagues' own homes, using their own anecdotes. Ahmed, Terry and Jules helped re-imagine the take-home experience of an Apple running watch, Bose sound system and noise-cancelling headphones and an LG OLED 4K ready TV.

MARKETING SOCIETY 2018

EMPLOYEE ENGAGEMENT

All results data for judges' eyes only



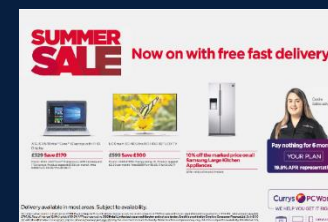
Customer journeys

Internal

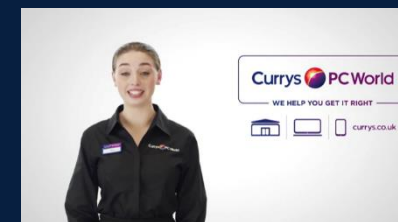
In-store



Instore POS



P&P press executions



P&P TV

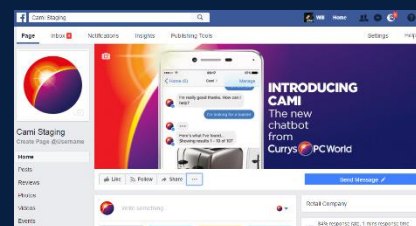


Brand TV



ATL

Online



Chatbot development



Buying guide content refresh



TechTalk refresh



Social collaborations

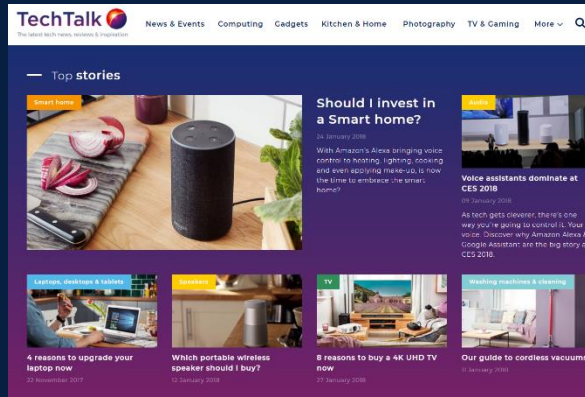
MARKETING SOCIETY 2018 EMPLOYEE ENGAGEMENT

All results data for judges' eyes only



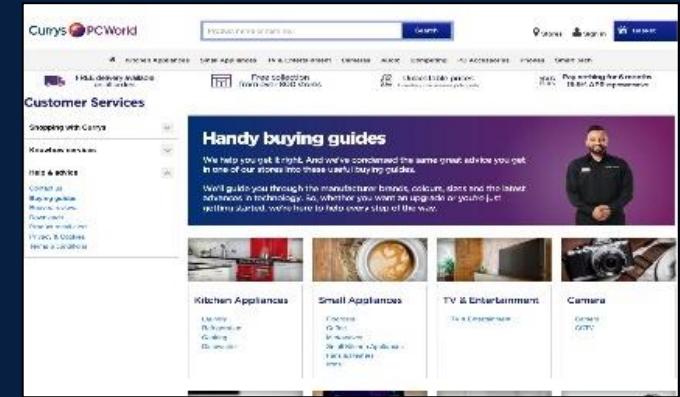
Currys PC World chatbot

We built a chatbot to help online customers navigate our technology more easily and find the products which are right for them. The chatbot was staffed by colleagues so that even though customers weren't literally face-o-face, they could still provide the best answers to product-specific questions and knowledge of how different products might suit each customer's needs.



TechTalk

TechTalk is our online technology news platform, hosting tips, user experience stories and product advice. We matched content with common consumer concerns voiced to our colleagues at this time of year e.g. managing wifi with house guests, or the best tech for calling loved ones abroad during the festive season.



Helpful buying guides

We crafted buying guides hosted on our website complete with colleague review, videos and handy tips geared around the most important things customers want to know when buying. Colleagues help guide users through everything from category questions (e.g. debunking TV jargon) to specifics (e.g. sizing tech for rooms).

MARKETING SOCIETY 2018

EMPLOYEE ENGAGEMENT

All results data for judges' eyes only



We partnered with Tasha Green, a health & beauty vlogger, to test out the Canon EOS M3. Tasha took the camera out and about to give it a test drive and Hashem sat down with her at home to chat through the experience and how to make the most of the tech, in an echo of the in-store customer experience.

Please view the work here: <https://www.youtube.com/watch?v=225fGaU4ysc>



Zoe London, who has blogged since 2010, is a well-known photography, art and beauty influencer. We sent along colleague Cody to introduce her to the Bose SoundLink Revolve and chat her through using it. Cody explained how the speakers' durability and connectivity could make for a great experience for Zoe.

Please view the work here: <https://www.youtube.com/watch?v=RG-cL3UTilw>

MARKETING SOCIETY 2018

EMPLOYEE ENGAGEMENT

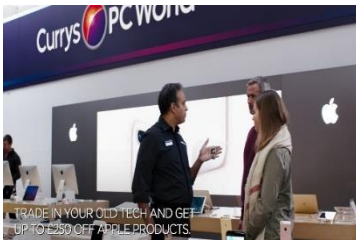
All results data for judges' eyes only



Meet Ahmed, Jules and Terry - stars of our Christmas communications.

We recreated everyday scenes from the family lives of our colleagues, exploring the role of our tech products for our customers.

Three executions follow Ahmed testing out an Apple Watch, Jules teasing her family with an LG OLED 4K ready TV and Terry putting Bose speakers and headphones through their paces. Each vignette culminates in a depiction of those same people in store at Currys PC World, advising customers using the benefit of their experience.



Please view work here: <https://www.youtube.com/watch?v=9kGTlaoyTOc>

Please view work here: <https://www.youtube.com/watch?v=5mAprjPA6g>

Please view work here: <https://www.youtube.com/watch?v=zuywnLaaFjI>

MARKETING SOCIETY 2018

EMPLOYEE ENGAGEMENT

All results data for judges' eyes only



The results

1. Equip colleagues with knowledge to provide the best service possible

The take-home initiative reached over 700 colleagues.

We plan to extend the program to create a colleague product testing panel, to build out centralise knowledge of colleagues who've taken tech home with them.

Feedback from colleagues was phenomenal. The Christmas casting was so successful, we sent out a second call for new colleagues to feature in 2018/19, which was answered by 100 applicants. Many expressed enthusiasm and surprise at the unexpected opportunity.

“ OHHHHHHHHHHHHH WOW!!

That was so weird seeing myself on telly and my phone was going mental with friends and family calling and texting / congratulating me.

Thank you for this opportunity - I have already contacted two Agents as recommended by the casting director.

Regards, Justin ”



Justin

“ The take-home initiative allowed me to get the opportunity to be part of the TV adverts which I am very grateful for and has helped me to get into the performing arts business- which is my career aspirations always. Being part of the adverts has just given me the correct exposure and experience; which is what I need for my career and just very grateful for the experience so far and want it to never end. I never thought that DC would employ their staff to be part of the TV adverts, I always would and still do recommend DC to friends/family as a good company to work for with lots of progression opportunities. ”

Sarjan

MARKETING SOCIETY 2018 EMPLOYEE ENGAGEMENT

All results data for judges' eyes only

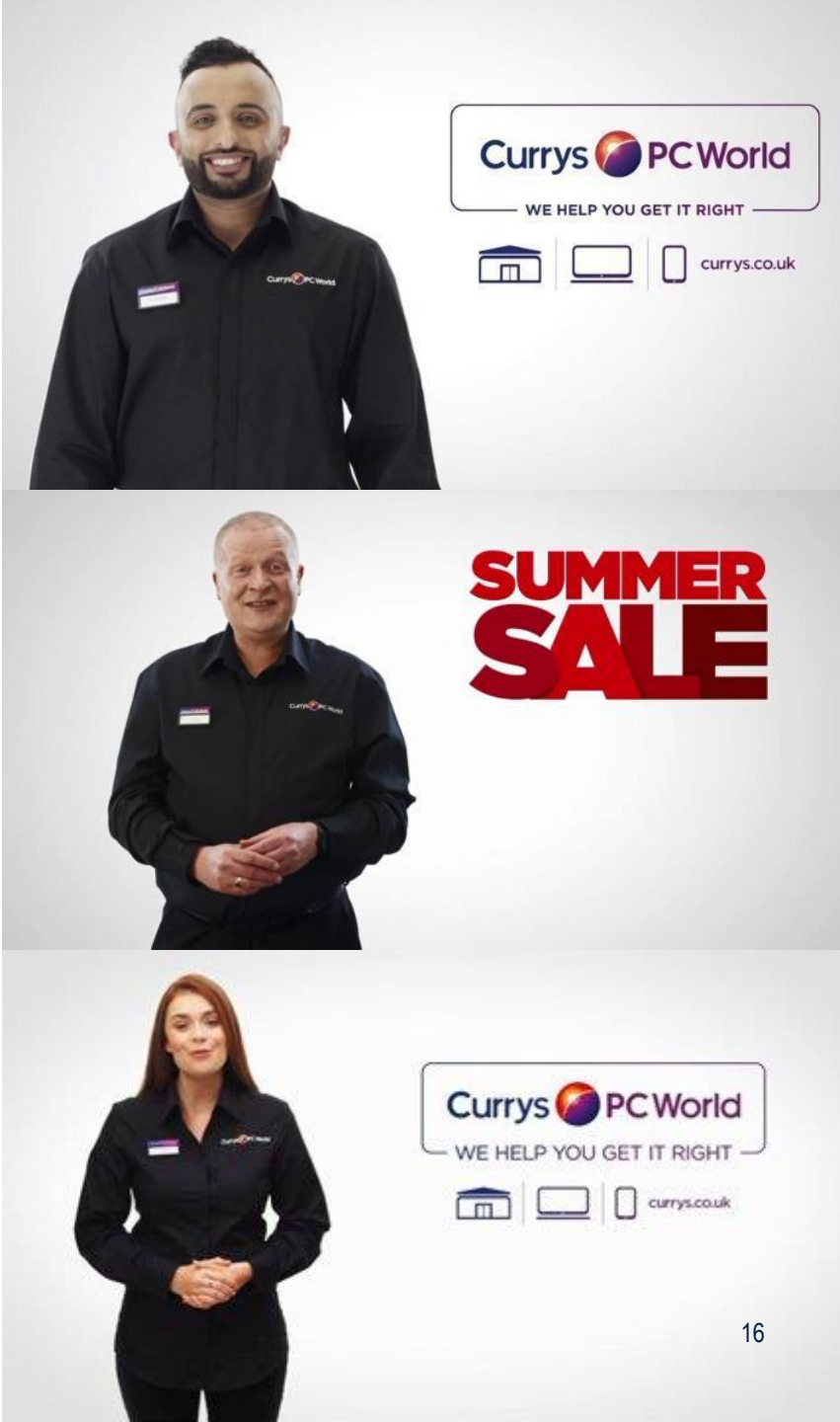
The results

2. See off our competitors

We tested our P&P TVCs to analyse the effect of starring a colleague. The results proved increased comms effectiveness - featuring a colleague throughout achieved significant impact:

- ■■■ x more effective at cutting through than ads without
- ■■■ more effective at delivering key messages
- Improved nearly all key diagnostic measures vs. 2016
- Improved brand affinity
- Improved takeout of specific product messaging when featured alongside product
- Relevance, believability and comprehension significantly improved vs ads without colleagues, key drivers of persuasion

Colleagues were convincing brand spokespeople, unique, knowledgeable and helpful experts.



MARKETING SOCIETY 2018 EMPLOYEE ENGAGEMENT

All results data for judges' eyes only

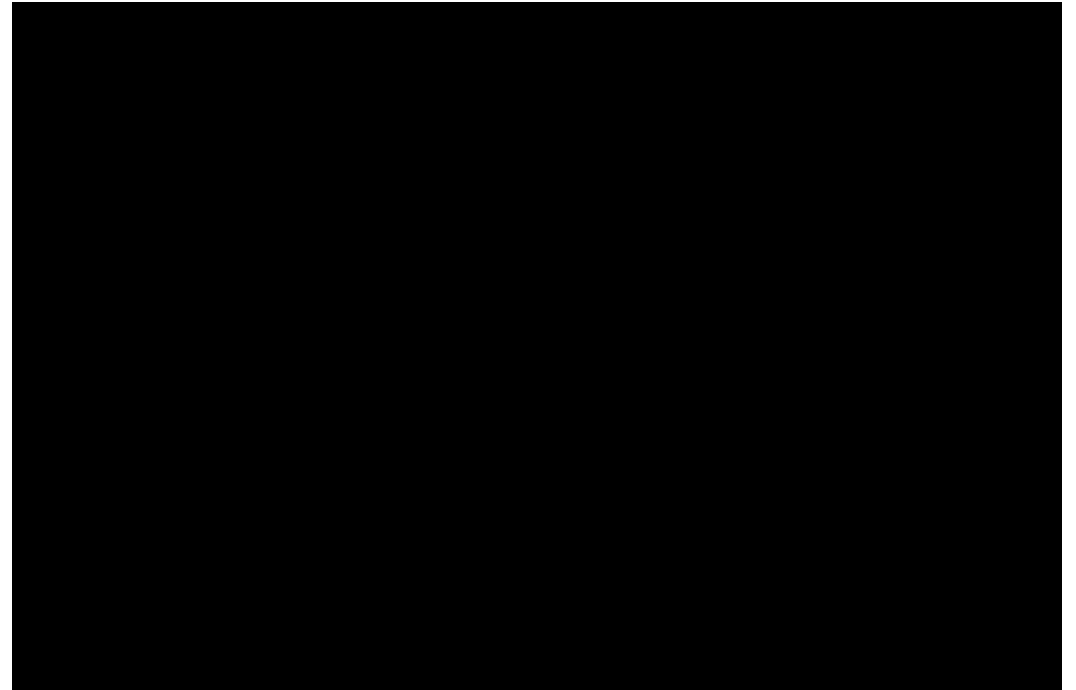


The results

Furthermore, our brand tracking indicates that our marketing has increased our brand trait scores for staff knowledge and service.

We beat the competition when it comes to helping customers choose and test products. We achieved the highest score, ■■%, for both helping customers choose products and assisting them in testing them. Best of all, we're nipping at ■■■■■ (■■■■■!) for staff knowledge and helpfulness.

It's fair to say that our new marketing platform celebrates our colleagues and their unique skills, breathing new life into our key point of difference versus our competitors.



MARKETING SOCIETY 2018

EMPLOYEE ENGAGEMENT

All results data for judges' eyes only

In the words of Matt Walburn, Brand and Communications Director.

“Our colleagues are at the heart of what we do at Curry’s PC World and these initiatives really drive this home. The colleague take-home activity has seen positive feedback, and is changing how we think about colleague engagement as a business. We’re now excited to rollout a wider initiative to get more and more of our colleagues involved.

And by showcasing our colleagues in our advertising, not only are we helping our customers to get it right by highlighting our colleague expertise across a range of products and services, but are showing off the great people we have up and down the country. I know that those colleagues and their co-workers who’ve taken part have been hugely energised by the investment Currys PC World has put into them. This is just the start! ”

CONCLUSION

This paper is a testament to the value of people. There really is no replacement for people, even when it comes to Silicon Valley's own tech titans.

What started out as a question over our survival as a business ended up being so much more. It's a story about connecting the heart of our business and the hearts of our consumer. We're all real people after all. Real people talking to other real people about real life, and watching stories of the real lives of the people behind our brand.

In this way, algorithms and automation can't compete with our people. Even in the most future-facing categories, the human touch still matters.

THANK YOU!