

Roadmap to Recovery Workshops

Digitally adapting your business
to ensure a safe & successful reopening

Clare Bailey, Alan Ball and Esther Morrison
with thanks to Business Sheffield
Friday 9th April 2021

Roadmap
to Recovery
Workshops



31 March & 6-9 April

Business
Sheffield

Introducing your presenters today



Clare Bailey



Alan Ball



Esther Morrison

Questions, thoughts or ideas

During the session feel free to ask questions, either via chat box, or just speak – happy to take questions as we go, and we will have opportunities throughout the session for discussion.

We will also have time for questions, and a general discussion, at the end as well.



What we will cover today...

Technology has become essential for engaging with a far more digitally savvy consumer, and this won't change soon. So, today we will discuss:

- Why everything you do can be enhanced by tech – from access to your business information and communications through to ecommerce.
- The influence of online/digital on consumers after a year of everything being "remote" (work, shopping, family gatherings, etc).
- How to maximise your findability, share your accessibility, and showcase happy customer reviews, with free platforms such as Google business listings and TripAdvisor.
- The other potential tech solutions you could take advantage of – such as booking systems, payment solutions, and loyalty programmes.

You can book a "Digital Business Audit" 1-2-1 with me (Clare) after this session if you wish – let me know – clare.bailey@retailchampion.co.uk



Why tech / digital solutions matter even after reopening

Why everything you do can be enhanced by tech – from access to your business information and communications through to ecommerce.

- Consumers have been forced to use digital methods to complete normal daily activities for over a year now – it has become normal
- Just because you have reopened doesn't mean your customers will revert to pre-pandemic behaviours - they expect you to adapt to their new behaviours
- To survive in the "new normal" businesses must engage with technology – not only to satisfy customer demands, but to become more effective, sustainable, and profitable
- If you haven't already, it is time to consider business systems such as EPOS, ecommerce, loyalty, bookings, CRM, stock management etc...



**Please
chip in!**

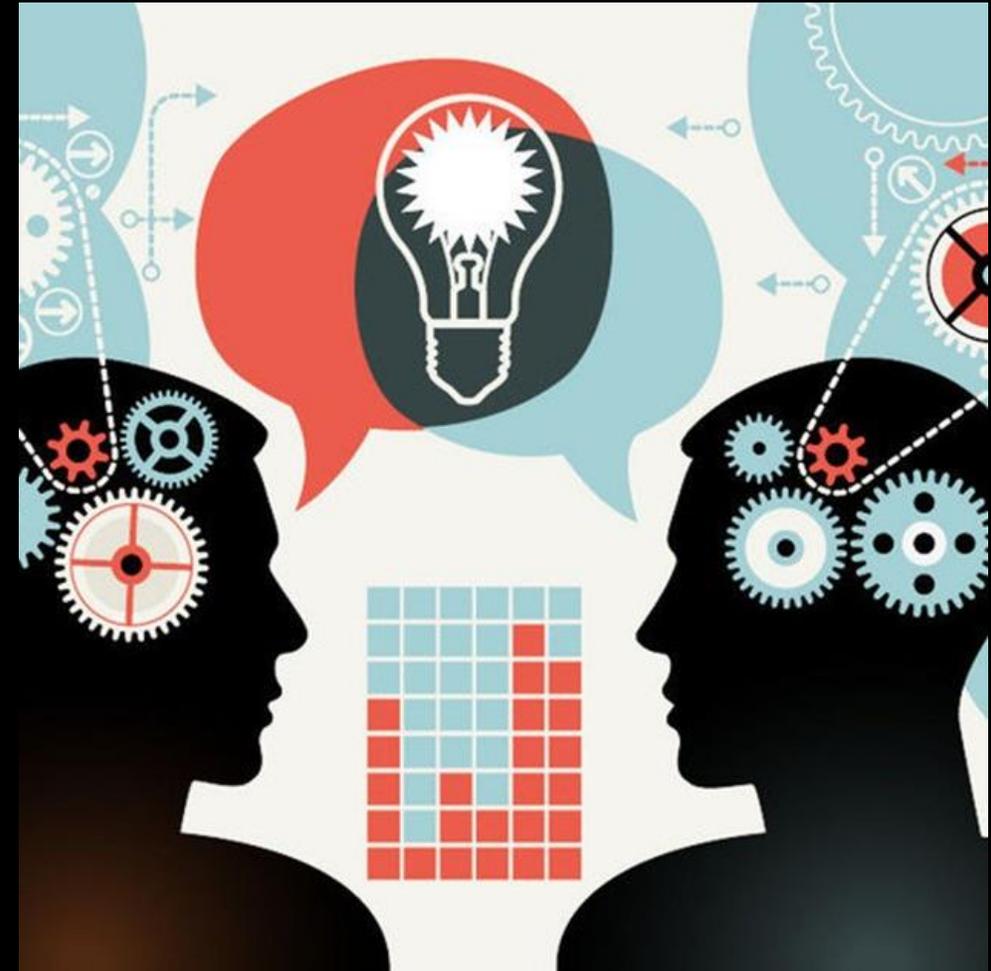
ACTION: Why tech matters to customers, especially after the past year!

Alan & Esther – Please chip in as well!

Thoughts for you to consider:

- **Who are your customers and what do they want?**
- **How have your customers interacted over the past year – do you think their use of tech has increased?**
- **How can tech be better embedded in your business? What processes could be made more effective / efficient with the use of tech?**

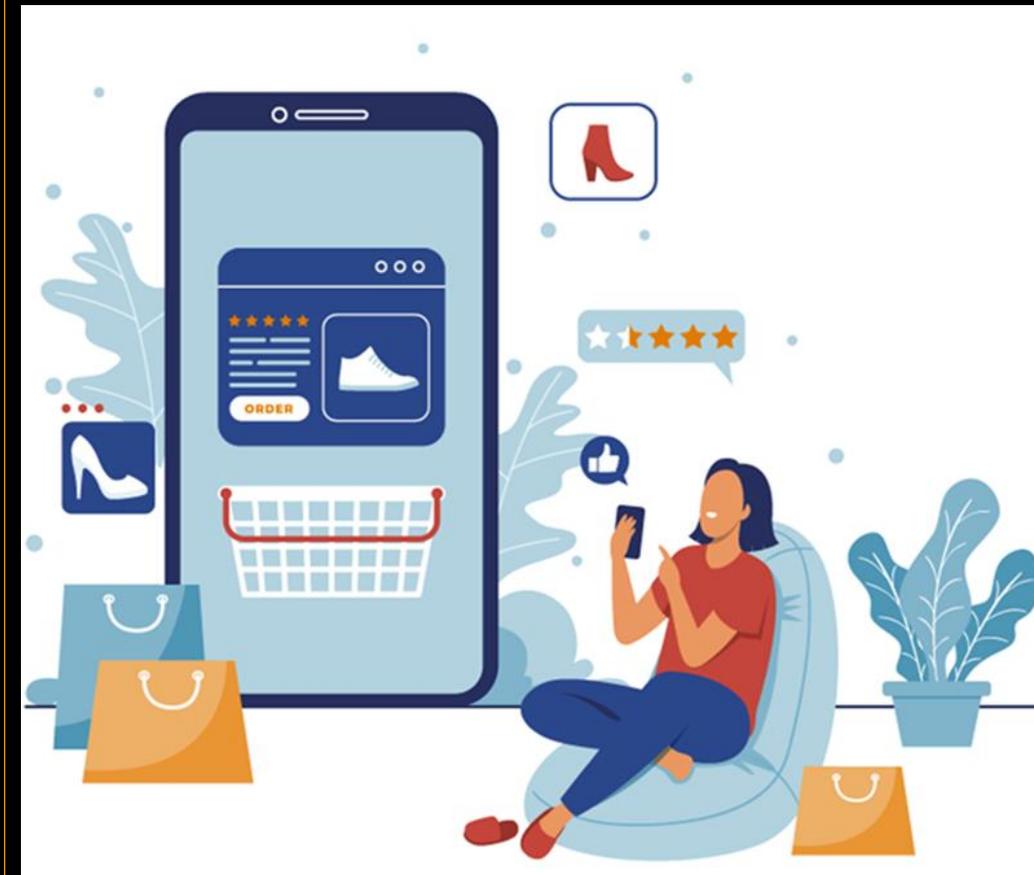
Let's look more closely at "findability"...



Maximising your “findability” to connect digital to physical...

How to maximise your findability, share your accessibility, and showcase happy customer reviews, with various platforms.

- As we have discussed, people use digital to plan their physical experience – where to shop, eat, stay, enjoy, and how to get there!
- Think about what you offer and how potential customers might discover you – where are your competition, where are your neighbours
 - [Google maps / Google my business](#) (as it is now called) is ESSENTIAL!
 - If you are hospitality / visitor experience you also MUST be on [TripAdvisor](#)
- Potential customers also search on social platforms such as Facebook, Instagram and twitter
 - Get behind relevant #-tags
 - Be visible and present on appropriate social platforms (see the session on Why use social media - [Business Sheffield - Recorded Webinars](#))



ACTION: What more could you be doing to maximise your findability?

**Please
chip in!**

Alan & Esther – Please chip in as well!

Thoughts for you to consider:

- **If potential customers search for something to which YOU could be the perfect answer, will you be there?**
- **How does your online content encourage potential customers to come to you?**
- **What more could you be doing to be findable, accessible, and engaging?**

Let's look more closely at other potential solutions



What other solutions could potentially benefit your business...

The other potential tech solutions you could take advantage of – such as booking systems, payment solutions, and loyalty programmes.

- Previously I did a session on EPOS, ecommerce & other business solutions – you can watch via [Business Sheffield - Recorded Webinars](#)
- Depending on your sector there are a plethora of potential solutions for things like bookings, online payments, customer comms & loyalty
 - Consider what you need – what would work for you, your business, your staff, and, your customers
 - Seek help if you feel this is not an area for you – for instance the business support team at Business Sheffield (and of course, us) are here to help
 - When considering systems do a proper review – look at a few recommended solutions and compare to your needs before choosing
 - You could use your restart grant to invest in upgrading your business tech!



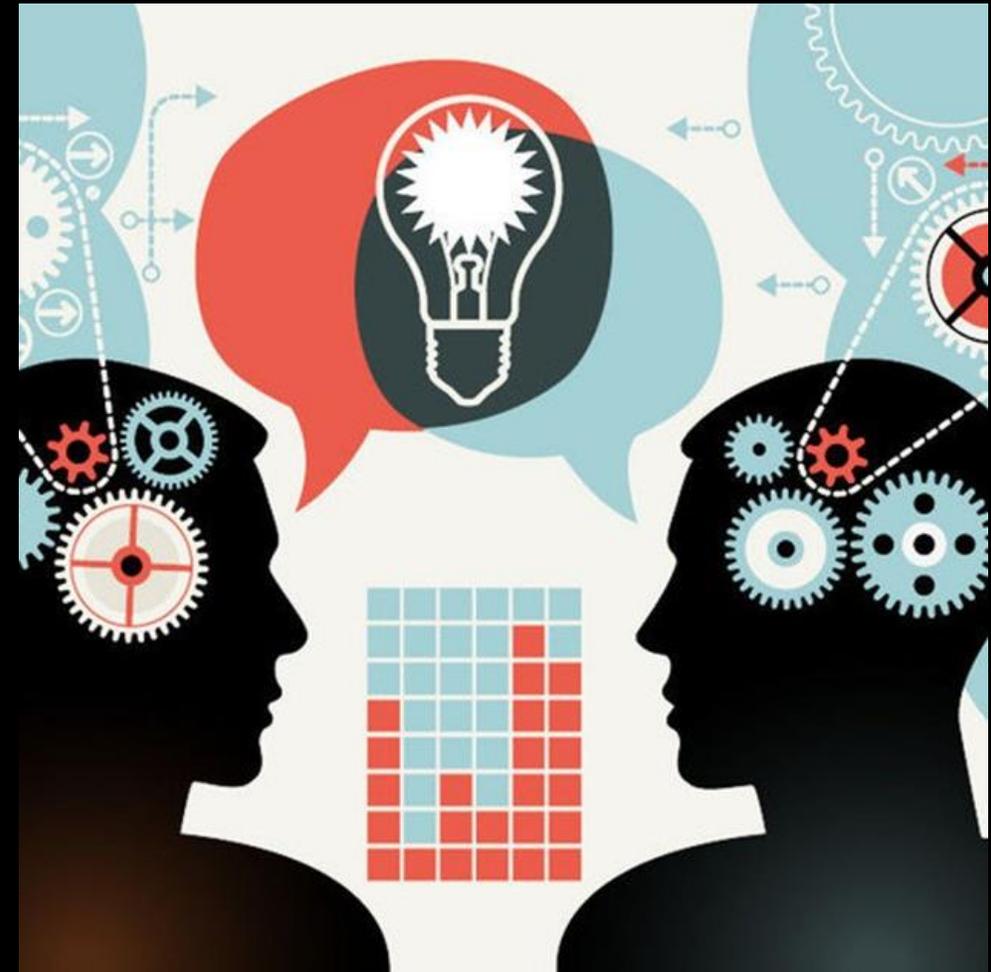
**Please
chip in!**

ACTION: What other digital solutions could enhance your business?

Alan & Esther – Please chip in as well!

Thoughts for you to consider:

- **Are you as efficient as you would like to be, or, are there things you could use systems for to make more efficient?**
 - **At the push of a button: Single view of customer, profitability by channel, common stock pool, frequency of customer visit, average spend... etc?**
 - **Loyalty and customer communications, bookings, payments, business information – what are you missing?**
- **How can you better communicate with, and engage with, customers using digital solutions?**
- **Do you need an audit of your business' use of tech to identify quick wins and opportunities to be more effective?**



Summing up – Digital Adaption to secure you're reopening success...

We discussed how technology is essential for engaging with digitally savvy consumers, covering:

- Why everything you do can be enhanced by tech
- The influence of online/digital on consumers after a year of everything being "remote"
- How to maximise your findability, share your accessibility, and showcase happy customer reviews
- The other potential tech solutions you could take advantage of

If you would like to book a "Digital Business Audit" 1-2-1 with me (Clare) after this session please contact me directly via clare.bailey@retailchampion.co.uk



Any Questions, thoughts, or ideas that you would like to share before we end the session?



Business Sheffield

Before we go! Further details of support

- Business Sheffield offer a wide range of support
- You can contact the team via:



0114 224 5000



businesssheffield@sheffield.gov.uk



www.welcometosheffield.co.uk/business

- Or follow us on social media:



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www.facebook.com/businesssheffield

Thank you for listening

Clare Bailey

www.linkedin.com/in/UKRetailExpert - clare.bailey@retailchampion.co.uk

Alan Ball

www.linkedin.com/in/alanball24/ - alan@rosiabay.co.uk

Esther Morrison

www.linkedin.com/in/esther-morrison-18431315/ - esther.morrison@retailchampion.co.uk

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