

## Checklist

# Enhancing the Customer Experience

Small Business Saturday is a test lab of retail best practices

Here's something merchants and small business operators learn pretty quickly — it's hard to compete with big-box retailers and chains on price. Fortunately, most consumers don't shop just price. They shop *value*.

**Small Business Saturday is a celebration of local merchant value.** Kinetic Business by Windstream, being your local communications provider, is a strong supporter of the “shop local” movement and wants to help you make the most of the upcoming kickoff to the holiday shopping season.

Consider elevating customer experience — “CX” — this Small Business Saturday. **Here's a quick checklist you can use to optimize your engagement and appeal!**

### My digital presence is on target!

- ^ Refresh store details on both the website and any social media channels (including Yelp and other review sites).
- ^ Have a map/locator that's featured prominently/logically on the site.
- ^ Post special promotions online, especially social media, to increase foot traffic to the store on Small Business Saturday.
- ^ Along with the nationwide #ShopSmall hashtag, create my own custom hashtag that social media-savvy shoppers can use. (Shoppers who do could be entered into a prize drawing)

### My internet bandwidth isn't just sufficient, it's customer-ready!<sup>1</sup>

- ^ Allocate ample bandwidth to the guest network for optimal in-store WiFi.
- ^ Create promotional content to push to shoppers connected to in-store WiFi (if applicable).
- ^ Email loyal customers with special offers for Small Business Saturday.

### I printed a little bit of marketing material I designed myself.

- ^ Design DIY signage and other printed materials online via American Express's Shop Small Studio.

### Foot traffic will stop and gawk.

- ^ Develop a storefront display that's different, maybe seasonal, that will attract positive attention and interest.
- ^ Plan in-store activities such as a “sip-and-shop” or hourly giveaways to keep shoppers engaged longer.<sup>2</sup>



## A charity partner draws me deeper into the wider community, and makes this day about more than my bottom line alone.

- ^ Promote a favorite charity or sift a percentage of my proceeds over to a nonprofit. Such partnerships do good while underlining the truth that merchants are deeply rooted in the community.
  - ^ Keep it local!
  - ^ Set the goal high (otherwise, it *is* little more than a ploy).
  - ^ Ask the charity partner what resources they have to help you.

## I'm ready for anything and *anyone*.

- ^ Have staff role play sales interactions with various customer types. (In improv circles, it's called "Yes, and ...": a conversational framework wherein every response adds an additional consideration).

## Get ready for a special guest or a news camera!

- ^ Make the day memorable with a visit from a "local celebrity," an athlete or television personality.
  - ^ Shoppers taking selfies inside and in front of your store is great publicity!
- ^ Let local news media know I'm aiming high on Small Business Saturday!
  - ^ Local news outlets will be looking for "shop local" stories to feature during this time period. A quick email could pay off.

## Failure is not an option.

- ^ Invest in a fail-safe option for your point of sale to ensure lines don't back up and sales continue to flow.
  - ^ Always-On Wireless Internet Backup from Kinetic Business offers an automatic failover to a 4G connection should your primary connection get disrupted. Your patrons will never skip a beat and those dollars will keep rolling in.

## We're all in this together.

- ^ Reach out to my local Chamber of Commerce.
  - ^ There are/are not any neighborhood or citywide promotions to be a part of.
- ^ Connect with neighboring businesses.
  - ^ They are/are not interested in cross-promotional marketing. Perhaps the restaurant down the street, who is sure to benefit from the shopping traffic, can hand out a coupon for your shop with every ticket they deliver at the end of a meal. Scratch their back too – see what you can do to drive a crowd their way after a long day of shopping.



Kinetic Business by Windstream is a proud member of our local community. Visit [kineticbusiness.com](http://kineticbusiness.com) if you are in need of more bandwidth or an updated voice solution that extends outside your store! Happy holidays from your local communications partner.



**Additional Sources**

<https://businessblog.windstream.com/5-benefits-of-offering-free-wifi-to-restaurant-customers/>

<https://www.americanexpress.com/us/merchant/sbrc/special-programs.html?linknav=us-loy-homepage-visittheshopsmallstudio#sbs2019>

<https://www.inc.com/john-boitnott/bhow-to-make-a-charitable-partnership-a-win-win-.html>

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<sup>1</sup>Offering customers a high-speed WiFi experience is part of a content marketing trend that many independent merchants are tapping for market penetration.

<sup>2</sup>Giveaways are also a great way to collect email addresses that can boost your marketing efforts later on.