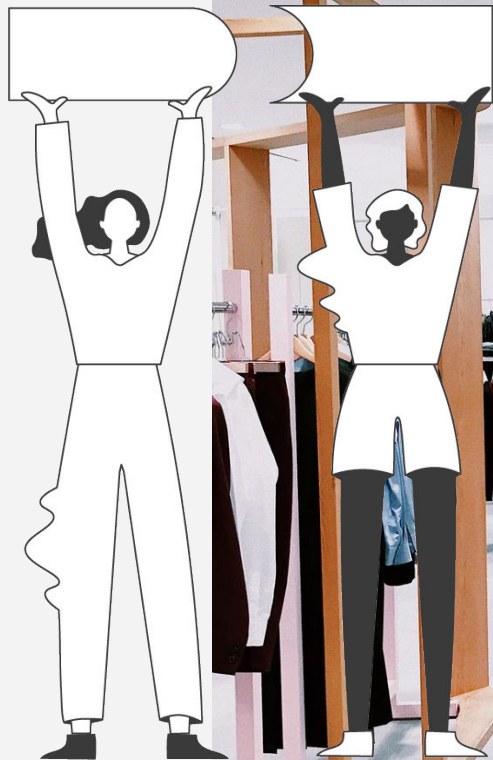




SUPPORTING
YOUR BUSINESS

REPURPOSING SALES STAFF PLAYBOOK

— In this playbook Emakina will share a set of solutions to **repurpose you most valuable asset; your sales staff.** It shows you how to **find new and meaningful roles fast.**



Intro

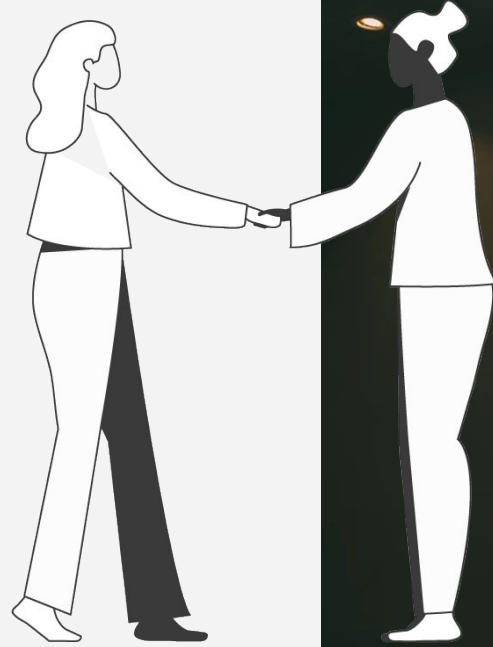
In pandemic periods, you realise that your sales people can't do their jobs as they could during normal times. This leads to two challenges: how do you make use of their knowledge and availability and how do you reduce anxiety for them?

This playbook shows possible solutions in three areas:

1. how can they help out in **customer service**
2. how to use their social following as an extremely valuable **media channel**
3. how to use your most knowledgeable people to **create new content.**

In this playbook Emakina identifies a number of opportunities and ideas that help you empower your sales force.

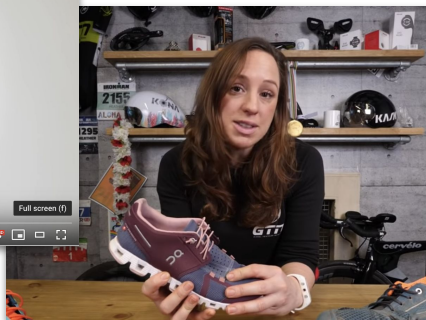
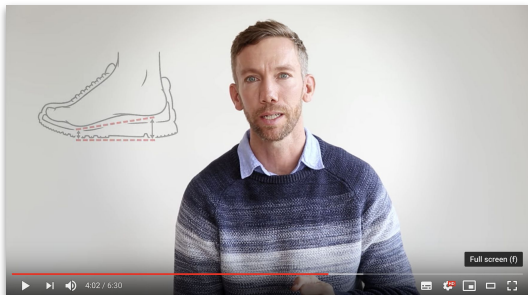
CUSTOMER SERVICE



1-on-1: Assisted selling

OPPORTUNITY DESCRIPTION

- A retailer's best informed and most experienced sales people are at home
- Many people need advice before buying
- Add live video chat to the site to allow for 1 on 1 video chats with customers.



WHY IS THIS A GREAT OPPORTUNITY?

- Now there is time
- Increase conversion
- Learn and experiment
- Allow to connect to after the lockdown (going outside again)

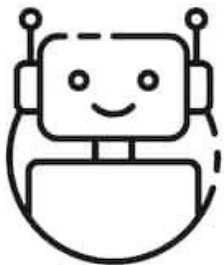
HOW TO MAKE THIS ACTIONABLE?

1. Create format (video & text)
2. Setup remote training sessions (mural)
3. Integrate tech solution
4. Setup communication plan

1-on-1: Staff joining customer service

OPPORTUNITY DESCRIPTION

- With an increase in online orders combined with delayed delivery times, customers will be reaching out to companies for updates.
- Staff can be repurposed to (live)chat with customers, answer social media questions, emails or calls.
- This can be promoted on social to let customers know that we are doing everything we can to get back to them.



These engagements can fuel the training of chatbots. And make automated service better

WHY IS THIS A GREAT OPPORTUNITY?

- Get back to customers as fast as possible and decrease the (perceived) waiting time.
- Keeping the employees involved
- Setting up clear rosters will keep daily rhythm
- Getting the sales people in customer service will teach them a new part of the business

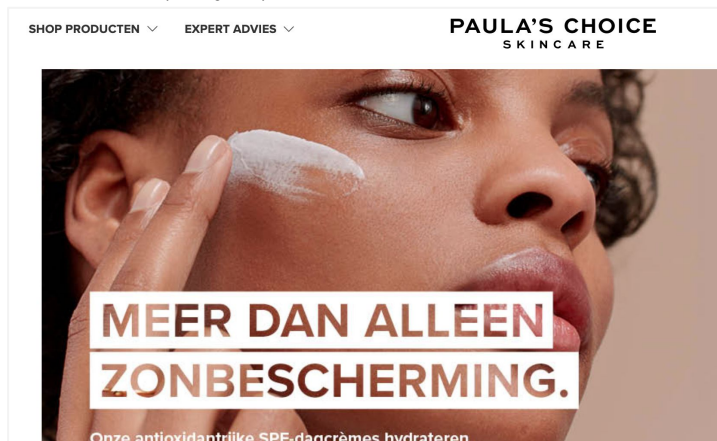
HOW TO MAKE THIS ACTIONABLE?

1. Allocate staff members to specific social media channels, phone and email

1-on-1: Staff joining customer care

OPPORTUNITY DESCRIPTION

- With an increase in online orders, staff can be repurposed to (live)chat with customers about product specific questions (pre-transaction, guided selling).
- This service can be promoted on social to show a deep knowledge of customers' needs and the company's' products.



WHY IS THIS A GREAT OPPORTUNITY?

- This is the time to use our experienced staff to help clients online make the right choice
- Prove our knowledge
- Learn about customer questions

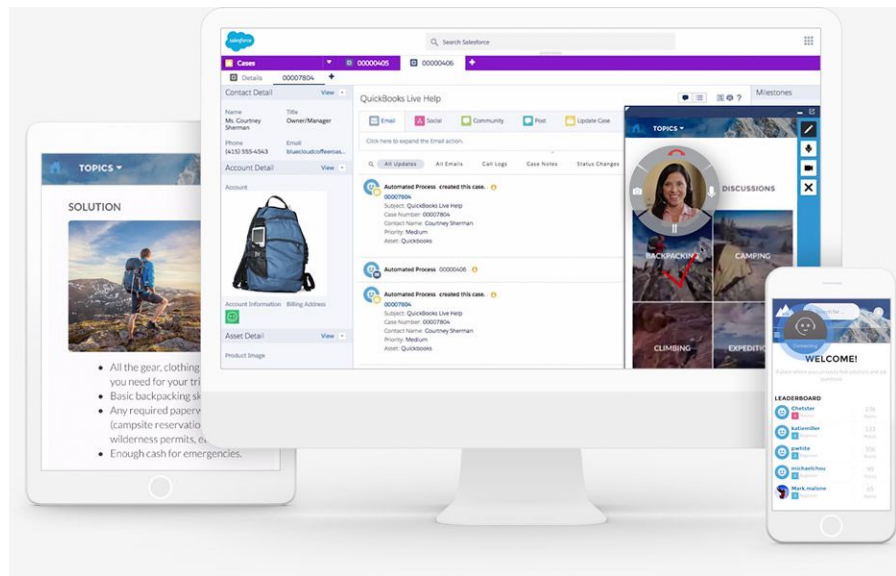
HOW TO MAKE THIS ACTIONABLE?

1. Allocate staff members to specific social media channels, phone and email

1-on-1: Launch mobile app with video support

OPPORTUNITY DESCRIPTION

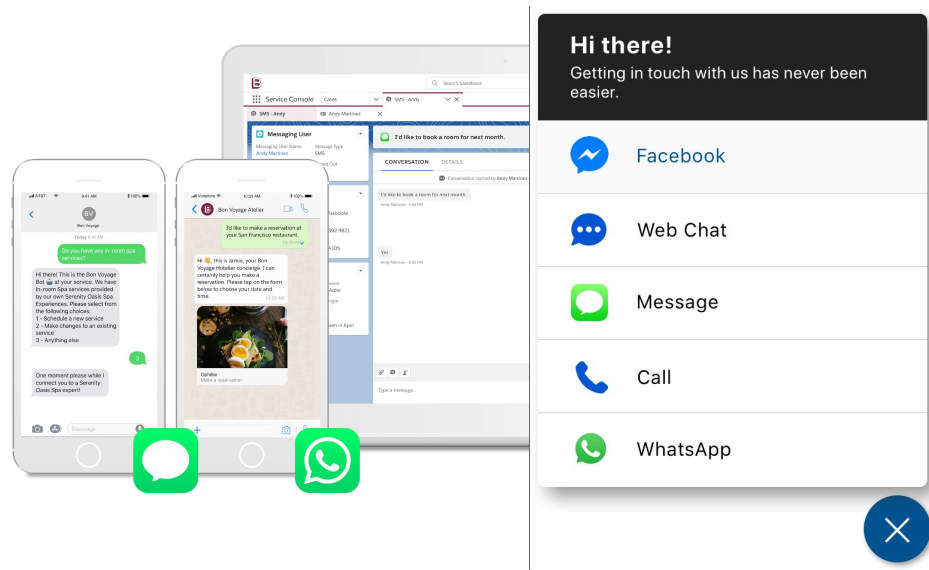
- Live audio and two-way video chat for service
- SOS video chat feature is integrated into the Salesforce console for the Service Cloud.
- Agents can access cases, account records, and customer information quickly and easily during their video calls. Agents can also draw on customers' screens during an SOS session, giving your customers in-app guidance to solve their problems. Your customers get a comprehensive, personal support experience, and your agents have the information they need in the console to solve customer issues.



1-on-1: Instant Messaging

OPPORTUNITY DESCRIPTION

- Customers can start conversations with your company by sending texts to your designated support phone number or sending Facebook Messenger messages to your Facebook page
- Incoming messages are displayed in the Omni-Channel utility in the Service Console, where agents can accept a message and start chatting
- Display channel menu on website showing available support channels



1-on-1: train staff for order on behalf and start personal shopping on the platform

OPPORTUNITY DESCRIPTION

- Salesforce has Order On Behalf Solution Kit that allows salespeople to create baskets for customers
- Connecting this to prepping the visit makes buying higher information products more attractive (prepping a selection)
- When pushed appropriate it can bring next level service stories to the platform

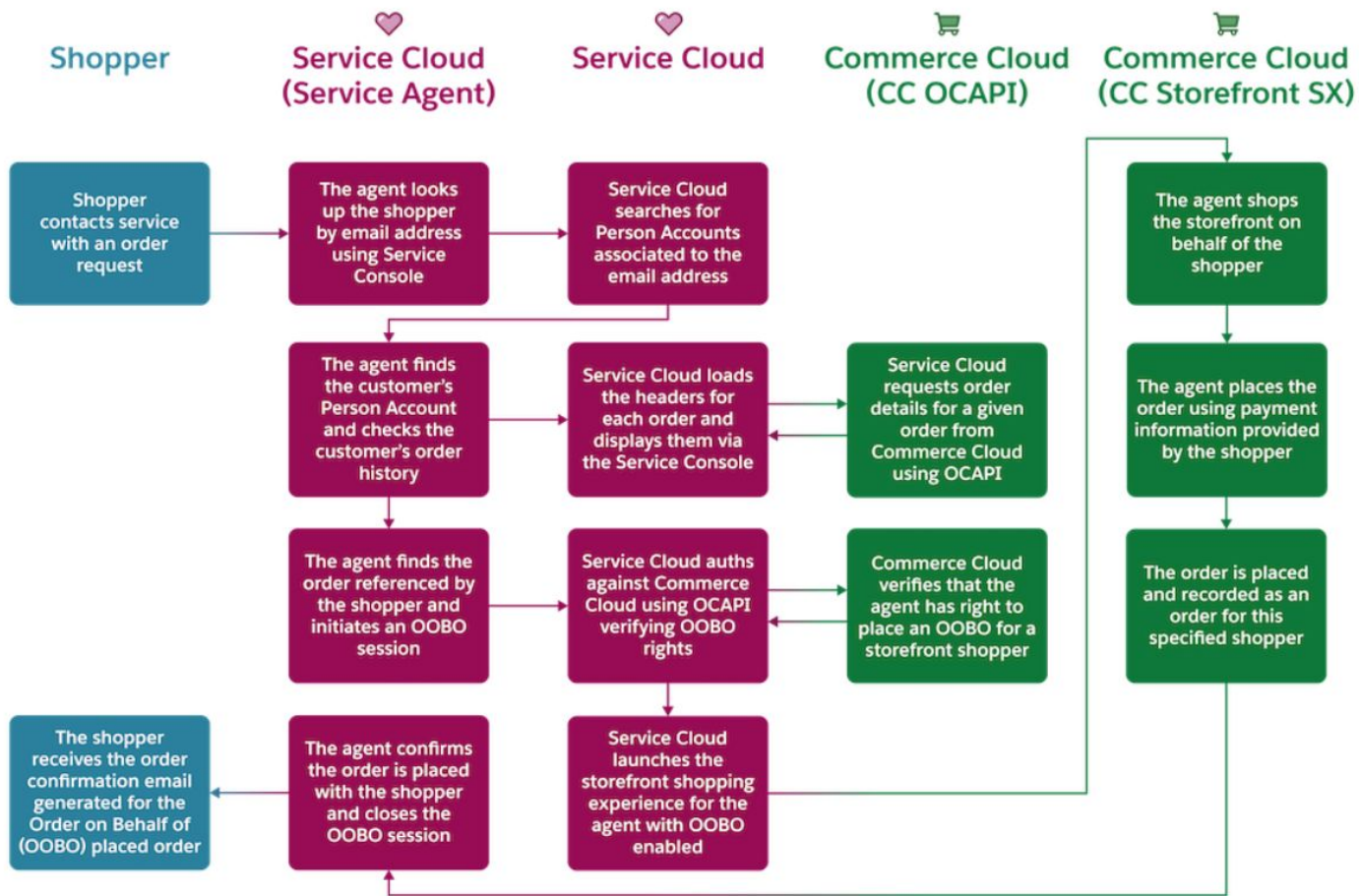
WHY IS THIS A GREAT OPPORTUNITY?

- Get back to customers as fast as possible
- Decrease the (perceived) waiting time
- Preparing the visit increases service perception

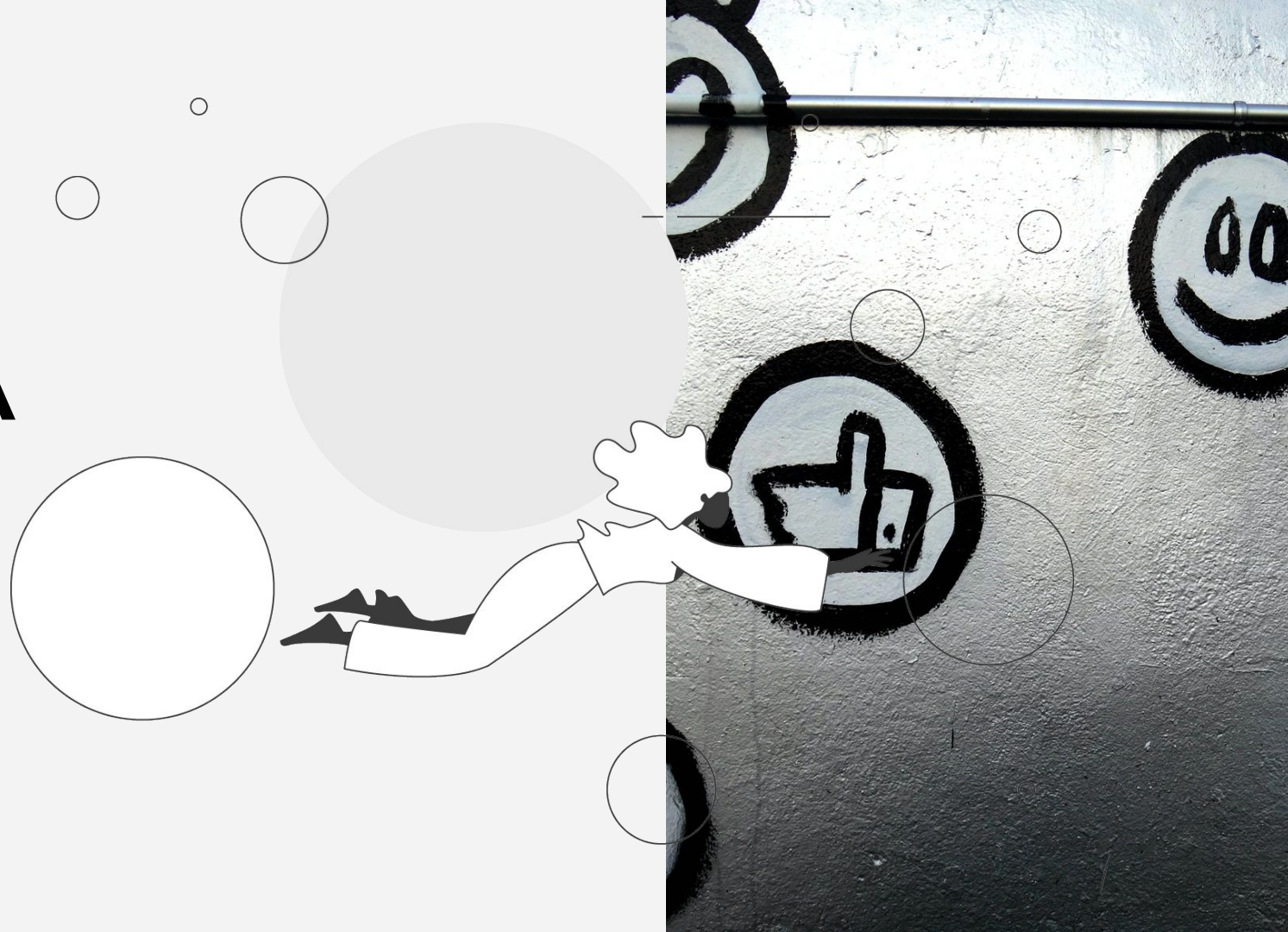
HOW TO MAKE THIS ACTIONABLE?

1. Feed staff members to specific social media ready content

WORKFLOW



MEDIA



1-on-1: Enrich data @home

OPPORTUNITY DESCRIPTION

- Salespeople will enrich the customer database by participating with a customer information and insight gathering project
- We target all customers on platform
- We can get all this knowledge centralised by chat / questionnaire sessions
- Customers on platform will get a discount link

WHY IS THIS A GREAT OPPORTUNITY?

- Involve the people actively by asking them to share their knowledge and stories (in a structured way)
- Getting more and local information will give you insights on global and local differences and needs

HOW TO MAKE THIS ACTIONABLE?

1. Assess the data need
2. Setup information gathering project by using standard and cheap tools like google forms.
3. Create feedback communication flow



CONTENT



Staff become content agents

OPPORTUNITY DESCRIPTION

- The best informed and most experienced sales people of most retailers are at home
- Successful e-tailing needs content explaining all about the individual products
- Set up dedicated content teams that create content needed to fulfill the content needs on the site

WHY IS THIS A GREAT OPPORTUNITY?

- Now there is time
- You can recruit the best sales people from each country to create local content
- It gives a reason to communicate with all employees and shows that the company is looking forward.

HOW TO MAKE THIS ACTIONABLE?

1. Set up search for the participants (email)
2. Select topics
3. Create format (video & text)
4. Setup remote training sessions (mural)
5. Select, plan, review
6. Share the process internally
7. Publish the results on site

Specificaties



Wil je weten wat een rugged telefoon is of wat je hebt aan een waterdicht toestel? Hier vind je antwoorden op je vragen over bepaalde functies van een toestel.

Wat is de camerawallet van een smartphone?
 Hoe waterbestendig is mijn waterdichte smartphone?
 Wat is een smartphone processor en wat doet deze?
 Wat kun je met optische beeldstabilisatie in je smartphone?

➤ Bekijk hier uitleg over alle smartphone specificaties

SAMSUNG GALAXY S10

HOOFDCAMERA
12 MP

ULTRA WIDE
16 MP

TELE LENS
2 X ZOOM
12 MP

FRONTCAMER Eco2 Blue
10 MP

Staff become content influencers

OPPORTUNITY DESCRIPTION

- Most employees are active on social media
- Most employees really like the brand and products they work for/ with.
- Generally there is a lack of understanding the power of social.
- Let's give them the stories and allow their personal approach to make them into an army of company influencers.



*Cosmetics company
Lin Qingxuan made all
in-store beauty
advisors become
online influencers*

WHY IS THIS A GREAT OPPORTUNITY?

- Getting the employees to behave as media channels will get our story seen
- Actively involving them will give meaning and feeling of belonging
- It is a great way for them to give back to the company they like

HOW TO MAKE THIS ACTIONABLE?

1. Create an online simple 'training'
2. Inform them on what the organisation is doing and ask to share
3. Give them formats and tags they can use to create their own content (my favorites, my firsts, what makes us special, etc. etc.)

Staff become influencer / social selling contest

OPPORTUNITY DESCRIPTION

- Many of your employees are very active on social
- People tend to prefer buying from the ones they know
- Create a social selling contest
- Give all employees a personal discount code to share on their social channel
- And challenge them to be the most successful



Bodycare (deodorant) being sold through social in far east

Cosmo Lady, an underwear and lingerie company, has shifted its focus to selling on WeChat. They've engaged all employees by creating a sales ranking for every single employee.

WHY IS THIS A GREAT OPPORTUNITY?

- The challenge gets people activated
- Adding a reward can make it more fun and worthwhile
- Adding the personal code will bring good vibes from personal social network
- The organisation will get personal experience with social selling fast, and learn if the channel fits its products and services.

HOW TO MAKE THIS ACTIONABLE?

1. Create explainer format
2. Create challenge & feedback loop
3. Setup codes

Selling on House party

OPPORTUNITY DESCRIPTION

- House party, one of most downloaded apps during the COVID-19 lockdown allows for easy to setup group (max 8) gatherings
- Turn these house parties into branded shopping parties.
- Allow the host to sell to a selected group with small discounts and allow the host to make some return.



This can also be run through Whatsapp

WHY IS THIS A GREAT OPPORTUNITY?

- Allows employees to be active in their field and maybe earn a small bonus (that can be donated to a cause)
- Uses the lockdown in a positive manner
- Allows for selling the seasonal stock

HOW TO MAKE THIS ACTIONABLE?

1. Create format & communication plan
2. Create online training for the participants (who to invite, how to start, how to keep the fun in, how to push to sales, how to keep in touch, etc.)
3. Setup discount codes

Instabomb

OPPORTUNITY DESCRIPTION

- All employees combined of any organisations have a massive following on social
- Reaching this possible audience would give the organisation huge attention.
- Asking its employees to be part of the social selling test, we can use this potential to sell specific stock.

How to start trending on Instagram.

New marketing techniques for IG.



WHY IS THIS A GREAT OPPORTUNITY?

- Gives access to 'cheap' yet relevant media
- Allows for controlled promoting items
- If run well, it can give the people a feeling of participating

HOW TO MAKE THIS ACTIONABLE?

1. Create format
2. Create reward for participating employees



EMAKINA

Even now - especially now there are a lot of opportunities to be found. Some are simple improvements that should have been in place, others can be seen as low hanging fruit, but most opportunities need a change in the way you think about business as usual.

Whatever you'll start doing, **you will need to act fast**, and availability of people and plans is critical. We made our most experienced people available to help you achieve maximum results in this complex time.

This playbook is part of a growing series publications especially created to help e-businesses get through Covid-19.

WE'RE HERE TO SUPPORT.

LET'S GET STARTED!
CONTACT US.

EMAKINA

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