

23rd of May 2023, Zurich

Research Workshop & Study Tour «Service Excellence by Inspired Frontline Employees @ Bucherer Zurich»

Academic Speakers: Prof. Dr. Thomas Rudolph (University of St.Gallen), Prof. Dr. Marc Linzmajer (University of St.Gallen)
Keynote Speeches from Bucherer

Against rising cost pressure, physical retailers need to deliberate about how to address the current issue of excellent service at a low cost. In response to this dilemma, physical retailers try to reengage with their customers by positioning themselves as providers of inspiring shopping experiences to increase share of wallet and profitability. FLEs (Frontline Employees) are one important source of such inspiring shopping experiences. Indeed, inspired FLEs get new ideas they may pass on to customers. Inspired FLEs' new ideas help uncover customers' latent needs faster, solve service problems creatively, and promote adaptive service offerings. Understanding the psychological mechanisms that influence FLEs' adaptive service offerings can help retailers train FLEs to enhance service interaction quality and resolve the goal conflict of keeping labor costs low while guaranteeing service excellence.

In this research workshop, we want to look at how physical retailers can help FLEs adapt their service offerings without incurring major costs. Among other things, we address the following questions:

- How managers empower FLEs to improve service adaptability during customer interactions and how organizational culture fosters FLEs' critical thinking skills?
- How to enhance adaptive service offerings with the help of inspired FLEs?
- How to invest operational resources to affect relevant FLE key performance indicators?

In addition, participants of the research workshop will visit and exchange strategies with representatives from the Bucherer flagship store in Zürich about the future of the retail in-store experience and the role of inspired FLEs.

The ideal participants are managers with responsibilities in customer experience at the physical point of sale and human resource representatives.

Date

Tuesday, 23rd of May 2023, 8:00AM – 4:30PM

Language

This Research Workshop is held in English.

Location

TBD

Registration

Please register for all Research Workshops via e-mail at handelsmanagement@unisg.ch.

Subject to change. Participants are going to receive the final programme prior to the workshop.