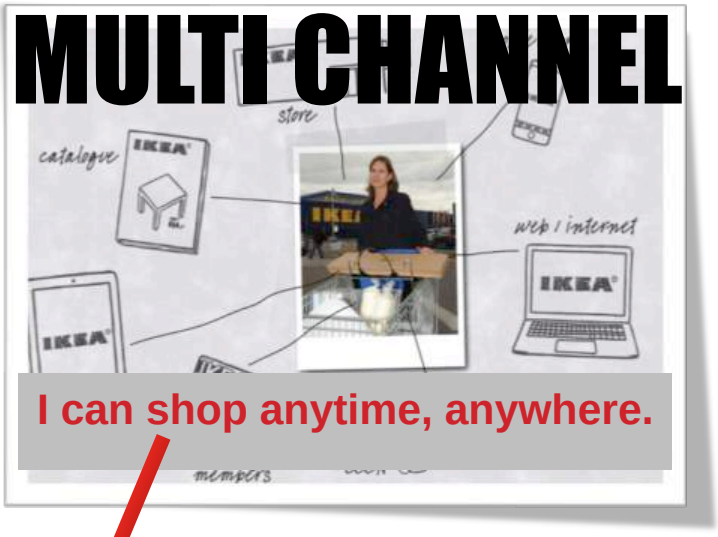
MULTI CHANNEL

"It is always <u>easy</u> to shop at IKEA, whenever, wherever, however I want to."



<u>Activity One -</u> ***What do you think?*** Are your customers are of this opinion?

<u>Activity Two</u> - ***Much and Many.***

Read the rules…

- We use **many** with plural **countable** nouns.
- We use **much** with **uncountable** nouns.

Countable nouns are those that refer to something that can be counted. Uncountable nouns or (mass nouns) can't be counted (*any* quantity of it is treated as an undifferentiated unit) and can't be preceded by *a* or *an*. Many abstract nouns are uncountable, e.g. *happiness, truth, darkness, humour, behaviour, but also other common nouns such as water, furniture, coffee, milk, grass etc are* ***<u>uncountable</u>***.

Here's some more information you can read at home - <u>http://www.englishclub.com/grammar/nouns-un-countable_2.htm</u>***.***

Now fill the gaps and then answer the questions below:

1. *Do you think that ……. of your customers would like to buy on line if it was easier?*
2. *Do you believe that ……. people would still prefer to shop in the store if online shopping was made easy?*
3. *How ……. time do you think it will take IKEA France to be competitive in home shopping?*
4. *How ……. different channels currently exist for buying Ikea products?*
5. *How ……. of those channels currently perform well?*
6. *How ……. of your furniture is sold online?*
7. *How ……. of your clients frequently visit the internet before they shop?*
8. *Do you believe that as ……. resources as necessary are being used to develop home shopping today?*
9. *Do you know ……. of your profit is made from online sales?*
10. *Do you know ……. people consult the French Ikea website each month?*
11. How ……. research do you think people do before buying some furniture for their house?
12. Do you agree that the amount of research is proportional to the value of the goods someone is going to purchase? In this case do you think that ……. more should be done to improve online tools so that people will find them more useful?
13. Which services do you think should be improved in order to get ……. *more people involved in online shopping?*
14. *How ……. time do you personally spend online before going to buy some furniture?*

Activity Three - Read the article from Wikepedia and answer the questions that follow.

Multichannel retailing is the use of a variety of channels in a customers shopping experience including research before a purchase. Such channels include: retail stores, online stores, mobile stores, mobile app stores, telephone sales and any other method of transacting with a customer. Transacting includes browsing, buying, returning as well as pre and post sale service.

Omni-Channel Retailing is the evolution of multi-channel retailing, but is concentrated more on a seamless approach to the consumer experience through all available shopping channels, i.e. mobile internet devices, computers, brick-and-mortar, television, radio, direct mail, catalog and so on. In the brick-and-mortar channel, digitally-savvy consumers are entering stores already well-informed about a product's features and prices, and expect store employees to know more than they do. Using omni-channel retailing while working with the "Connected Consumer", all shopping channels work from the same database of products, prices, promotions, etc. Instead of perceiving a variety of touch-points as part of the same brand, omni-channel retailers let consumers experience the brand, not a channel within a brand. The brick-and-mortar stores become an extension of the supply chain in which purchases may be made in the store, but are researched through other "channels" of communication.With omni-channel retailing, marketing is made more efficient with offers that are relative to a specific consumer determined by purchase patterns, social network affinities, website visits, loyalty programs, and other data mining techniques.





Questions -

1. What's the difference between multi channel and omni-channel retailing?
2. Which applies to the IKEA offer?
3. Are you involved in data mining in any way?
4. Are your customers connected?
5. Are your employees knowledgable enough?
6. What is 'brick-and-mortar' in this context?
7. Which channels do the three images in this text represent?
8. What's a touch-point?



Activity Four - Passive Voice and Discussion Questions:

PASSIVE V ACTIVE

Reacting to new customer expectations and behaviour by implementing change requires a very active approach in retail. You can't be passive in the face of change. You have to act fast!

In English we often use the **PASSIVE VOICE** when we are talking about WHAT NEEDS TO BE DONE without pointing the finger* at a particular individual or laying blame* on one organisation or person.

**(to point the finger at someone - to accuse someone of something,*

to lay blame on - to say that someone is responsible for something)

In business English it's very helpful to use the passive voice as it gives you the option to give advice or state what needs to change without being aggressive or over critical. It's a polite way of giving firm instructions.

The structure of the **passive voice** is very simple:

subject + auxiliary verb (be) + main verb (past participle)

The main verb is **always** in its past participle form.

- In ***active sentences*** the subject goes first.

- In ***passive sentences*** the object, or the receiver of the action, goes first.



(Active) A customer stole the glasses.
(Passive) The glasses were stolen by a customer.

Consider this active sentence:

- The customer broke a plate.

Subject: The customer
Object: The plate

To make the sentence passive:

1. **Switch the subject and the object.**
2. **Add the verb To Be.**
3. **Put the original verb in past participle.**

- The plate was broken by the customer.

When creating passive sentences from active sentences, remember the verb must have a direct object.

- Ingvar slept until 9:00 am.

(No direct object = No passive sentence)

- Ingvar ate breakfast at 9:30 am.

(Breakfast is the direct object)
(Breakfast was eaten by Ingvar.)

The verb "to be" must be in the same tense as the active sentence.

- Ingvar ***ate*** breakfast.

(Active, simple past)

- Breakfast ***was*** eaten by Ingvar.

(Passive, simple past)

- Ingvar ***will*** eat breakfast.

(Active, simple future)

- Breakfast ***will*** be eaten by Ingvar.

(Passive, simple future)



The passive is often used in three situations:

1. The "doer" of the action is not known.

- The picture was stolen.

(It is not known who stole the picture.)

2. The "doer" of the action is obvious or not important.

- Swedish is spoken in Sweden.

(The subject,people, is obvious.)

3. The object is the most important part of the sentence.

- The cash was stolen by two thieves.

<u>Answer the questions below (quotes from IOS) using the PASSIVE VOICE.</u>

Seamless

Do you think that all sales channels work together well enough? What steps could be taken in your department to make the customer experience smoother, seamless in fact.

Competitive

Do you think that IKEA's competitive advantage could be improved by offering **better services and customer support?** Which sales channels are lacking in this area?

Expectations

Which processes or tools need to be updated or improved in your department in order to improve your **<u>multi-channel approach</u> and meet <u>customer expectations</u> in this area?**