IKEA EVERYWHERE

EAE Learning objectives for this lesson

Learn and practice using - Comparing and Contrasting, Giving Opinions, Intonation and stress, Comprehension activities.

Activity One - **Ask and answer** with your teacher or partner.

1. Do you think that customers want to be able to buy IKEA furniture from wherever they are, not just in a store?
2. Do you think that it's easy for an IKEA customer to order and purchase furniture from their smart phone?
3. Which different channels are currently available today to buy IKEA products from?
4. What does the expression 'multi channel retail' mean for IKEA today?
5. Do you think that all different IKEA channels offer the same thing today?

Activity Two - Study the image below and explain what is happening in this virtual journey and which channels are being used. Tell your teacher what you think the diagram shows and what data is probably being used with what objective. Give you opinion about this strategy.

(Source: http://www.quantmarketing.com/work/ikea-russia-multi-channel-kitchen-purchase-journey/)



Activity Three - **Compare and contrast.**

Here are some words and expressions you can use when comparing two ideas:

- *unlike*
- *in contrast to*
- *as opposed to*
- *different from*
- *whereas*
- *While..*
- *As ... as*
- *Though, Although, Even Though*
- *However, Nonetheless*
- *Despite, In Spite Of*

Activity Four - **Compare**

Study the diagram below and using the vocabulary from activity three, compare the different channels to each-other. **For example:** *While national TV campaigns work well for awareness building, forums and social networks are better for building longterm customer loyalty.*



Some sentence starters: (Finish the sentences).



- **Unlike** online advertising, word of mouth is more……
- **Although** customers can make a purchase online……
- **In contrast to** to Amazon, IKEA…….
- **Despite** the fact that IKEA is traditionally a bricks and mortar store…….

Activity Five: Giving your opinion in English.

Now let's look at some words and expressions which are useful for giving your opinion in English:

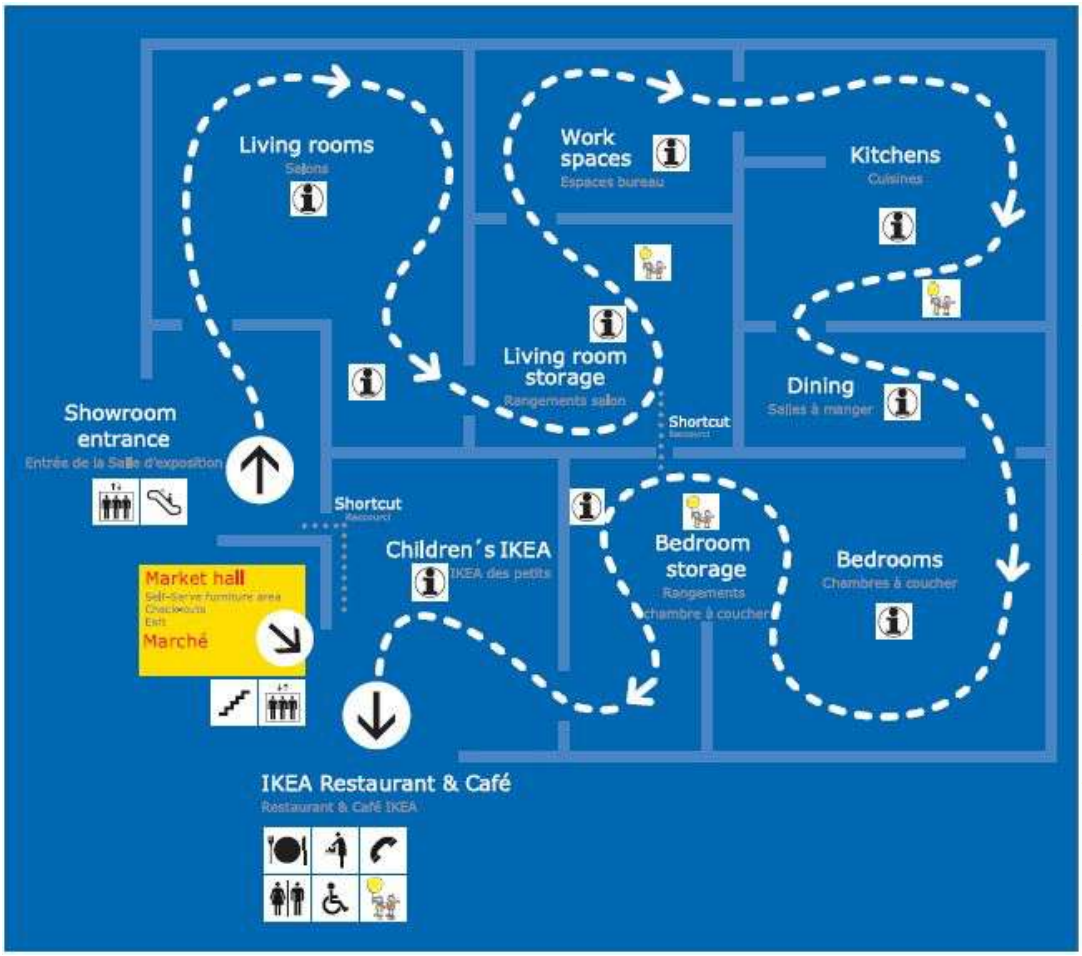
In my opinion, ...
As far as I am concerned, ...
From my point of view, ...
I would say that ...
I am of the opinion that ...
My impression is that ...
I have the feeling that ...
I have no doubt that ...

To my mind, ...
My view / opinion / belief / impression / conviction is that ...
It seems to me that ...
I am under the impression that ...
My own feeling on the subject is that ...
I am sure / I am certain that ...

I think / consider / find / feel / believe / suppose / presume / assume that ...

Activity Six : Stressed Shoppers.

Using the expressions from activity five above, give your opinion about the following questions regarding the in store shopping experience.



QUESTIONS: In your opinion…

1. Which part of the in store customer journey is inspiring?
2. Which part of the journey is frustrating?
3. Which part of the journey could be optimised through the use of technology?
4. How could I pads or other devices be used to improve the customer experience in store?
5. In which parts of the store could 3D simulation be used to help the customer?

Example answer: ***I believe that*** *new technology will make the whole customer experience across all channels very exciting!*



Activity Seven: Stressed sounds in English

English is a stress timed language

One of the most important features of English that second language speakers need to be aware of is that English is a **stress timed language**. This means that we stress the important words and all the other words get squeezed in between those important ones. So that these sentences:

- Dogs chase cats
- The dogs chase the cats
- The dogs will be chasing the cats

all take the same amount of time to say. This means that many words have strong forms (when they are important and stressed) and weak forms (when they are not important and squeezed into the rest of the sentence).
The first step is to understand the nature of this feature of English and you can do that by taking a look at a couple of youtube clips which explain it well. Xansworld and Rachel's English. Com have some nice short explanations which make it clear.

Source: https://englishforuniversity.com/pronunciation/english-is-a-stress-timed-language/

Activity Eight - Read the extract from this article making an effort to say the important words with more stress so that there is a rhythm to your speech.

'IKEA tests in-store mobile checkout, building multichannel innovation.'
https://www.retaildive.com/ex/mobilecommercedaily/ikeas-tests-in-store-mobile-checkout-shows-off-its-multichannel-innovation

"When you think about the whole of the m-commerce piece, how you are combining the online experience and how people act in the store, and you start providing services that make sense, giving the customer the power to decide what to do and where to take the next step is what we are looking at," said Victor Bayata, global head mobile solutions at IKEA. "What we need to do, and this is again the formula that everyone tries and tests, is that we need to understand our customers' needs and wants," he said.

In France, IKEA is testing a mobile application feature with which shoppers can scan each product when they place them in their shopping cart. At checkout, the app will generate a QR code that users can scan once and congregates all the products and prices for users to purchase.

The experience eliminates the need for users to scan multiple items at checkout, a factor highly beneficial to IKEA customers, as furniture is commonly large, bulky and difficult to scan. Users will only have to scan the QR code once, pay and then leave.
For IKEA, in-store activations are key because as consumers' behaviour changes with the evolution of digital, many big box retailers are shutting down bricks-and-mortar locations to focus on digital efforts. But this is not a possibility for IKEA, as furniture requires a hefty bricks-and-mortar presence, so to continue appealing to consumers, it is incorporating mobile in stores.

To make effective mobile activations, IKEA studies the consumer journey in and out of its stores, and attempts to develop helpful features that alleviate pain points. The executive stressed how important it is to create activations that help the consumer and are not just there to provide something flashy and cool.



