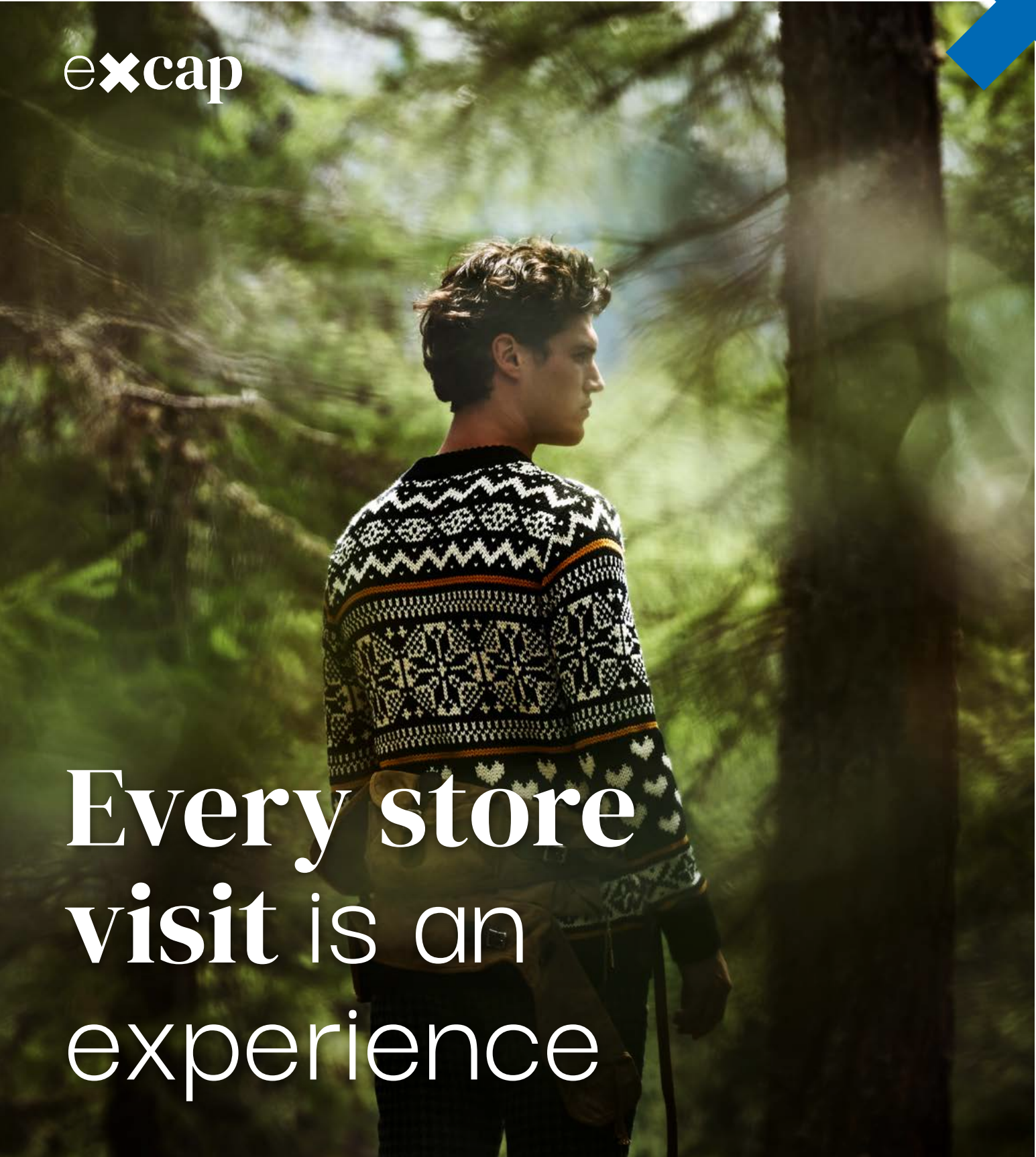




excap



Every store visit is an experience

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The excap reports not only contain figures

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“We now want to know whether the expectation is actually being exceeded.”

**‘Guts, Knowledge
and Advice.’**

Essential terms in
our concept.’

“Scotch & Soda is on a roll.”

The fashion brand from Amsterdam is growing steadily to more than 7,000 points of sale worldwide. In a market where competition comes from every direction, this is a major achievement. Our unique concept, which focuses on the customer experience, is the foundation of that success. And excap helps to maintain that experience.

HOOFFDORP - Everything of Scotch & Soda is unique. The distinctive counters in the shops, the funny details in the interior, the unique scent, the music softly playing through the speakers and of course the fanciful clothing line. All part of the concept that is being implemented in every inch of the brand. “Yes, I think that is the strength of our brand, part of the explanation of our growth,” says retail manager Erik Ton.



**“Exceed expectations,
that’s our goal.”**

“People in Maastricht have different expectations from people in Groningen.”

Amsterdam Couture is the subhead of Scotch & Soda. It always has been, but it helps in these growing years. Amsterdam is internationally renowned for freedom and individuality. The Netherlands is the country of design and quality. From Dubai to Sydney, from New York to Cape Town, so many world citizens come into contact with Scotch & Soda, Amsterdam and the Netherlands.

But that's not nearly the whole explanation. It is precisely the aspect in which Scotch & Soda puts more effort than anyone else: customer experience. “When we opened our first stores seven years ago, good knowledge of our clothing was still a unique feature of our fashion hosts. That's what we call our store managers at Scotch & Soda. But nowadays everyone knows more, and everything can be looked up. So, you have to come up with something else to exceed customer expectations. That does not only apply to our Dutch stores, but to all stores worldwide.”



But what exactly? Well, an experience that goes beyond expectations, that is different from what people are used to, that gives the brand its own unique appearance. That is what the brand uses to stand out. Apart from that, the atmosphere in the stores is decisive. A customer must feel at home. This means that the interaction between employees must be good. It also means that these stylists build a relationship with their customers. “That starts with simple

things such as handing the customer a jacket to try on, opening a cardigan to make it easy for the customer, things like that. It seems obvious, but just count how many stores actually do this. It's our policy." And that is taken seriously. Scotch & Soda has its own training academy, where all fashion hosts and stylists (employees) receive training. They learn what there is to know about the collection, the way the clothing is made, the latest fashion trends and how they can make a difference in their interaction with the customer.'

Erik Ton: "We are talking about Guts, Knowledge, Advice. These are essential terms in our concept."

That may sound like a rigid concept that will turn every store into identical copies. But that's definitely not the case. The difficult but also successful characteristic of the 7,000 Scotch & Soda stores

worldwide is that they must be authentic and recognisable. "The style of the interior, for example, is unmistakably ours. But we give free rein to the interaction between fashion hosts, stylists and customers." That attitude fits in seamlessly with the brand's collection. Fashionable, but just that little bit different. "Our customer? I would say they are someone who follows trends, but takes bits from it, someone who knows what they want and like. You can see that in the unique fits of our women's clothing. Nice material with special elements and a casual look. We make casual classic for men, but just that little bit different."

Beautiful, recognisable, with its own touch. And that is precisely the freedom that every Scotch & Soda boutique can and should take. "People in Maastricht have different expectations from people in Groningen. In the South, people on average want more interaction, more





advice. In the North, people appreciate having the opportunity to look around by themselves. Our goal is to exceed expectations. It is up to the fashion hosts to implement this in their own way.”

And that credo of uniqueness does not only apply in the Netherlands. The same goal of surpassing expectations prevails worldwide. All training at the Academy focuses on that. On the personal development of stylists and fashion hosts, on getting to grips with being authentic without letting go of the overarching values.

But is it working? The answer is yes. Scotch & Soda collaborates with excap which offers tools. And has done so for years. Mystery shoppers visit all locations in the Netherlands four times a year. Excap also assesses in Germany, France, the United Kingdom,

Austria and Sweden. The Scotch & Soda stores must be recognisable everywhere, they must offer customers a special experience everywhere.

“Thanks to the long and intensive collaboration with excap, we were able to continue to expand our research. We continue to gain better insight into how things are going and what else we can do on the road to excellent interaction between our customers and stylists. For example, we want to be able to determine whether the stylist can properly assess the type of customer in order to establish a good connection.”



“At Scotch & Soda, shopping is an experience.”

Those mystery shops are really a big thing for fashion hosts and stylists. “The results are always discussed, also among themselves. And because the excap reports not only contain figures, but also written experiences, they have an impact. The results are examined in the stores in the morning and we really take our time to discuss where we can improve.”

Excap’s research has deepened over the years. Erik Ton: “We now want to know whether the expectation is actually being exceeded. That is quite difficult to measure, but excap has devised a method for this. By first mapping out the needs of customers and then comparing the experiences. **The great thing is that the report has been completely adapted to our needs.**”

Scotch & Soda is a wonderful customer for excap. In fact, it is one that exerts direct influence on the customer experience specialist team. Commercial director Ewald Lausberg: “Naturally, I don’t go anywhere else for my clothes. Many of our people buy their clothes there. At Scotch & Soda, shopping is an experience. Those who have never been there should really go and buy something.”



Any questions?



Call us at

+31 20 204 45 08

or send us an e-mail:

info@excap.nl



Want to learn more?
excapiinternational.com

excap

Amsterdam

John M. Keynesplein 19

Antwerp

Ankerrui 9

Groningen

Helperpark 312



+31 20 204 45 08

info@excapiinternational.com

excapiinternational.com