



MEDIA RELEASE
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THE GOOD GUYS LEADS THE WAY IN MULTICHANNEL RETAILING

The Good Guys has today been awarded the NORA Multichannel Retailer of the Year Award at the 2015 Australian Retail Awards. The NORA Multichannel Retailer of the Year Award was open to any Australian retailer who has embraced the world of 'new retail' and was awarded to the company who best demonstrated how their multichannel business strategy complements and enhances their traditional bricks and mortar stores.

"We have a market leading multichannel business model that is powered by data and analytics to ensure we understand the customer at every stage of the purchasing process across all platforms," stated a spokesperson from The Good Guys.

"Customer behaviour is changing every day and we are committed to meeting those changes by making it easy for the customer to research, purchase and collect at home, at work or at any of our 99 stores across Australia," they said.

The Good Guys operating model is underpinned by the website which has been adapted to provide the same customer experience at every stage of purchase, as the path for today's consumer begins in the digital space.

"Building a connected retail experience at The Good Guys has meant transforming our operating model. This has not been an easy exercise and has required substantial and ongoing cultural change as well as considerable investment in e-commerce infrastructure to ensure we have the best systems, 'architecture' and processes in place."

"To deliver a connected retail experience that delights customers and ensures a strong future for business we have had to overhaul our operations, inventory management and supply chain."



“We treat the customer experience as top priority and as such we have invested in a suite of best-of-breed, tier one systems and analytics to ensure our back of business meets modern customer needs.”

The Good Guys website has been optimised to serve the customer, across multiple platforms, at all stages of their purchasing journey, from research, purchase, fulfilment and beyond.

“Our responsive design website delivers a consistent brand experience over multiple devices and is specifically optimised for the 'Research Online, Buy Offline' customer.”

The Good Guys was one of the first retailers in Australia to provide a ‘Click & Collect’ service that enables the customer to see stock at their local store, buy online and go in and collect, or visit the store for further information and to inspect or purchase a specific product.

“The way customers are shopping at The Good Guys has inspired us to build a capability and culture to move us from having transactional based contact with our customers to a deeper relationship,” a spokesperson of The Good Guys stated, “As a result we have developed and implemented a transformational customer-centric engagement model that puts the customer front and centre.”

“We make it easy for the customer to research and buy from The Good Guys when, where and how they want - on desktop, mobile, tablet, eBay or in-store to ensure they are engaged and rewarded at every stage of the purchasing process,” said a spokesperson from The Good Guys.

“Whether it be on the website or on social media channels, we pride ourselves on offering excellent customer service. Our mission, driven by both store and multichannel strategies, is to delight customers and ‘do good’ through the lens of Remarkable Retail.”

“It is this approach that has allowed our business to become the most successful and admired consumer household appliances and electronics retailer in Australia.”



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For media enquires or further information, please contact:

mediaenquiries@thegoodguys.com.au