



MEDIA RELEASE
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THE GOOD GUYS STILL ONE OF THE BEST MULTICHANNEL RETAILERS

The Good Guys' strength in multichannel retailing was again recognised when the retailer was named Runner-Up in the 2016 Temando 'Multichannel Retailer of the Year' Award at the ARA Australian Retail Awards, after taking out top spot last year.

The award, which recognises excellence in delivering superior customer experiences across physical and digital channels, was announced at a ceremony in Melbourne this morning.

"We're delighted that our multichannel strategy continues to be recognised as one of the best in Australia," stated a spokesperson from The Good Guys.

"Our teams work very hard to ensure that our customers have a fantastic experience, regardless of whether they buy online or offline."

"Our strategy which is centred on customer relationships, that often begin with researching online and continue post-purchase, has been designed to anticipate the changing needs of customers and deliver a fully connected, customised and unified experience across all channels, while creating a lasting and continuous conversation with customers rather than a set of one-off, one-way transactions," they said.

The Good Guys has embraced a customer-centric total retail approach and invested accordingly in an effort to deliver a superior customer experience across all channels.

"Many of our customers begin their shopping experience with us online, but then come into a store to make their actual purchase. We want to ensure they have a totally connected experience with us, regardless of what device they're using to shop, or whether they're doing it online or in person."



The Good Guys aims to build a strong understanding of customers at every stage of their shopping journey, from when they are first browsing, through their transaction and after their purchase.

“We combine consumer insights through customer surveys with sales data to provide us with valuable insights into viewing and shopping habits and customer satisfaction. These insights then allow us to better anticipate the changing needs of our customers and make agile developments to our online platform according to how customers behave,” stated a spokesperson from The Good Guys.

Key to The Good Guys’ multichannel success is the stability of its eCommerce platform, the accuracy of its perpetual inventory, the strength of its content in providing customers with everything they need to make an informed buying decision, the seamlessness of the user experience, the effectiveness of its integrated marketing program and the company’s ability to make agile developments.

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