

OUR CUSTOMER

CUSTOMER JOURNEY

Every customer's journey is unique

Adventurers do not all follow the same route even when their destination is the same.

Our customers are like adventurers when it comes to their journey in our stores. Some may have already done their research. Others may simply want a demo or a try-on experience, whilst others want to be guided through what The North Face has to offer.

We are adaptable and act according to our customers' needs rather than force them to have the service we want to provide.



OUR CUSTOMERS

How they choose
to shop

CUSTOMER BEHAVIOUR

We acknowledge that all our customers have different needs and lifestyles. What's most important to us is HOW they choose to SHOP.

We have identified 4 main types of behaviours we see in our stores.

Exploring on my own

Fill my backpack!

Let's Explore

Take me to the summit

Exploring on my own

Be there when I am ready

Just like explorers...

Many explorers like to take time alone to carefully plan, understand the environment and then act.

Our “Exploring on my own” customers are the same. They need time to feel comfortable and at ease in our stores. However, once they feel they are ready, they will give you verbal or non verbal signals.

They will:

- Avoid eye contact with you
- Move away from you
- Be on their mobile phone
- Keep their coat hood up
- Reply with “I’m just looking”, regardless what you tell them

Our Guarantee

Our “Exploring on my own” customers feel:

- Excited

They don’t feel pressured to start a conversation, so they can look around without feeling any hassle. Left to their own devices, they can move anywhere they please. This is exciting – NO HASSLE!

- Like they belong

They feel The North Face is a cool and relaxed brand to belong to.

- Equipped

They may not even purchase anything. However, they know we will have the right kit for them, and they will happily return to our Brand.

Fill my backpack! Help me – fast!

Just like explorers...

Once they have a plan, they are eager to get going!

Our “Fill my backpack” customers are the same. They may wish to check with an expert that their research is correct, whilst getting to see and feel the kit before setting out.

Once they have reassurance, they are keen to act.

They will:

- Enter quickly and with purpose
- State quickly what they want or need
- Look over confused or frustrated
- Show impatience if they have to wait
- Become annoyed if they don't feel you are serving quickly enough and providing the knowledge they expect

Our Guarantee

Our “Fill my backpack” customers feel:

- Excited

Our “Can do!” approach impresses them. They leave with what they wanted, or a substitute product, or know where and when to get the kit they require. We keep everything simple, factual and clear. Our speed and efficiency is impressive.

- Like they belong

They think, “that was easier than I thought!”. They got what they wanted and more, and we also saved them time. They will be happy to return.

- Equipped

They are keen to get into their kit and share some of their The North Face stories with others.

Let's Explore

Offer me suggestions and alternatives

Just like explorers...

Many adventurers enjoy the journey just as much as reaching the destination.

Our “Let’s explore” customers are the same. These customers are very happy to explore with you.

They are optimistic and open to suggestions and alternatives. They seek pleasure in preparing for adventures and shopping is a social and fun pastime for them.

They will:

- Smile back at you
- Be open and eager to listen to your stories
- Be eager to share their lifestyle and past adventures with you
- Get swept into the shopping experience

Our Guarantee

Our “Let’s Explore” customers feel:

- Excited

They enjoy our open approach. We simplify collections and offer an exciting and wide assortment. We focus on the benefits rather than detailed features. We offer genuine feedback, suggestions and ideas. We make the whole experience active and fun!

- Like they belong

They cannot wait to tell others about their experience and the products they have purchased for their next adventure.

- Equipped

They feel equipped with the right kit and the right knowledge for their adventure.

Take me to the summit

Show me everything, tell me everything

Just like explorers...

Explorers like to be recognised for their achievements and abilities.

Our “Take me to the summit” customers like to be recognised too. They may be regular and loyal The North Face customers, or they may have researched thoroughly and want to share or check this knowledge with you.

They will:

- Be eager for attention
- Be willing to share their Brand knowledge with you and even with other customers
- Wait patiently for you if you are helping someone else
- Want you to recognise them as The North Face advocates

Our Guarantee

Our “Take me to the summit” customers feel:

- Excited

They know we will always have something just right for them. They are usually aware of what is going on at The North Face, as they keep up to date with the brand, and they are eager to share these insights with us.

- Like they belong

They are already The North Face Brand advocates, and every time they visit our stores, they feel even more connected to us.

- Equipped

They are sure that they have the latest kit to get them to wild places.