

PRO

designing retail experience



Profit
Smart Office Day

SMART OFFICE >

- Разрабатываем форматы точек продаж для ритейлеров, сервисных компаний и банков
- Помогаем увеличивать эффективность ритейла
- Улучшаем потребительский опыт



Profit
Smart Office Day

< ДЛЯ КОГО?

idnt

designing retail experience

Ритейлеры



Сервисные компании



Банки



Примеры результатов проектов IDNT:

- Увеличение объемов продаж
- Увеличение клиентской базы
- Сокращение времени обслуживания клиентов
- Эффективная маркетинговая коммуникация
- Рост показателей величины среднего чека и длины чека
- Сокращение сроков оборачиваемости товаров







Проекты 2016-2018:

- трансформация розничных бизнесов
- изменение бизнес-моделей
- лидеры изменяют целые сегменты





ЗАМОВЛЯЙ ТУТ

до 1000
в подарок

BRAUN

+ 20-40%

idnt

designing retail experience

SMART OFFICE - ЧТО ЭТО?

Четыре сферы в ритейл-компании (для примера)

- Продукт, сервис
- Персонал
- Коммуникация
- Пространство

Четыре уровня соответствия запросам клиентов

- Функциональный
- Эмоциональный
- Социальный
- Трансформация опыта

A large, stylized blue number '2' is positioned on the left side of the slide, partially cut off by the edge.

Для кого?

> ваши сотрудники

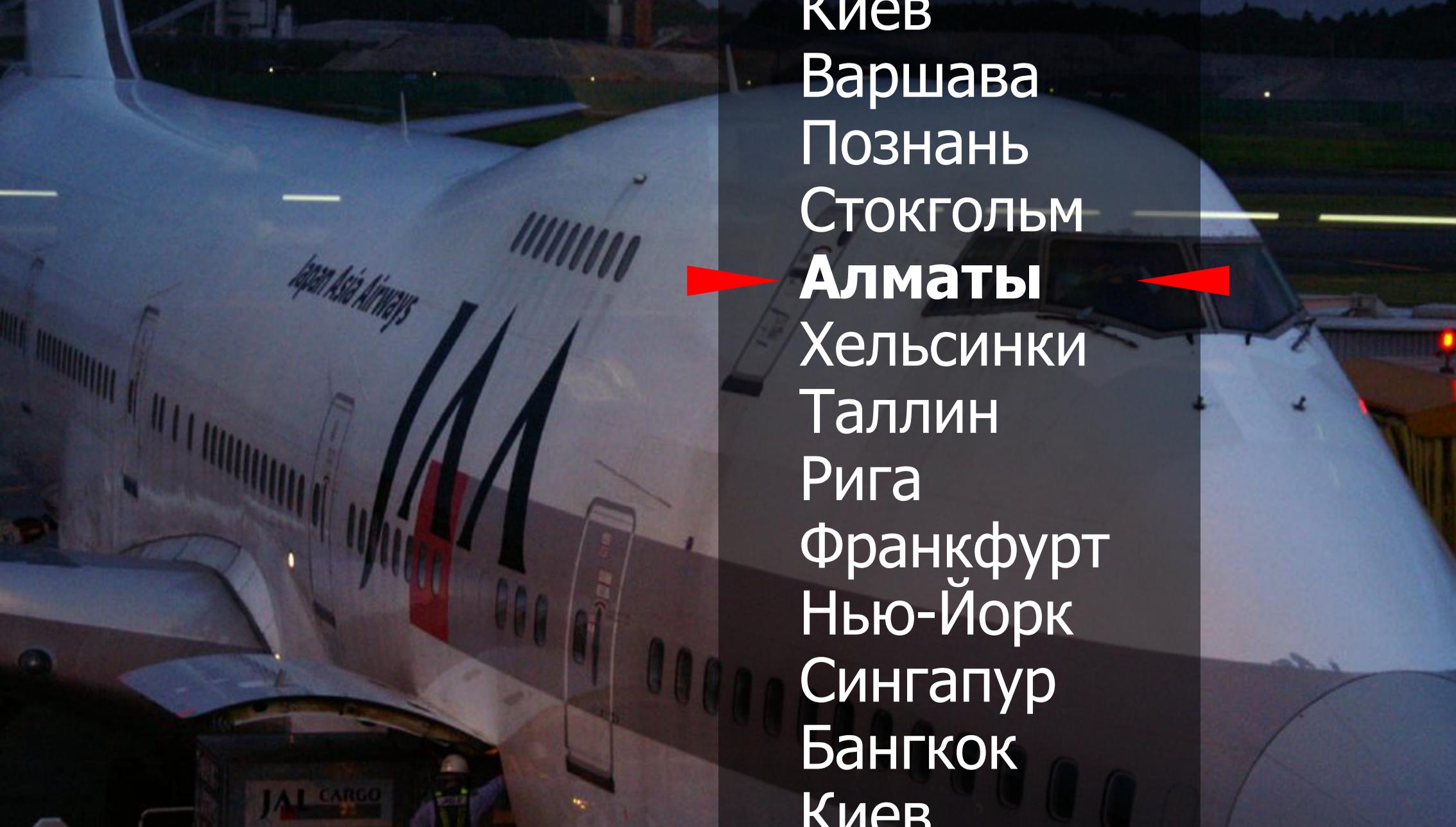
> собственники

Сотрудники

- Рабочее место
- Хорошо проводить время
- Учиться новому
- Эффективное взаимодействие в команде
- Самореализация и развитие
-

Собственники

- Бесперебойная работа
- Адаптивность к изменчивым условиям
- Мобильность
- Контроль издержек
- Обеспечение бизнес-процессов
-



Киев

Варшава

Познань

Стокгольм

Алматы

Хельсинки

Таллин

Рига

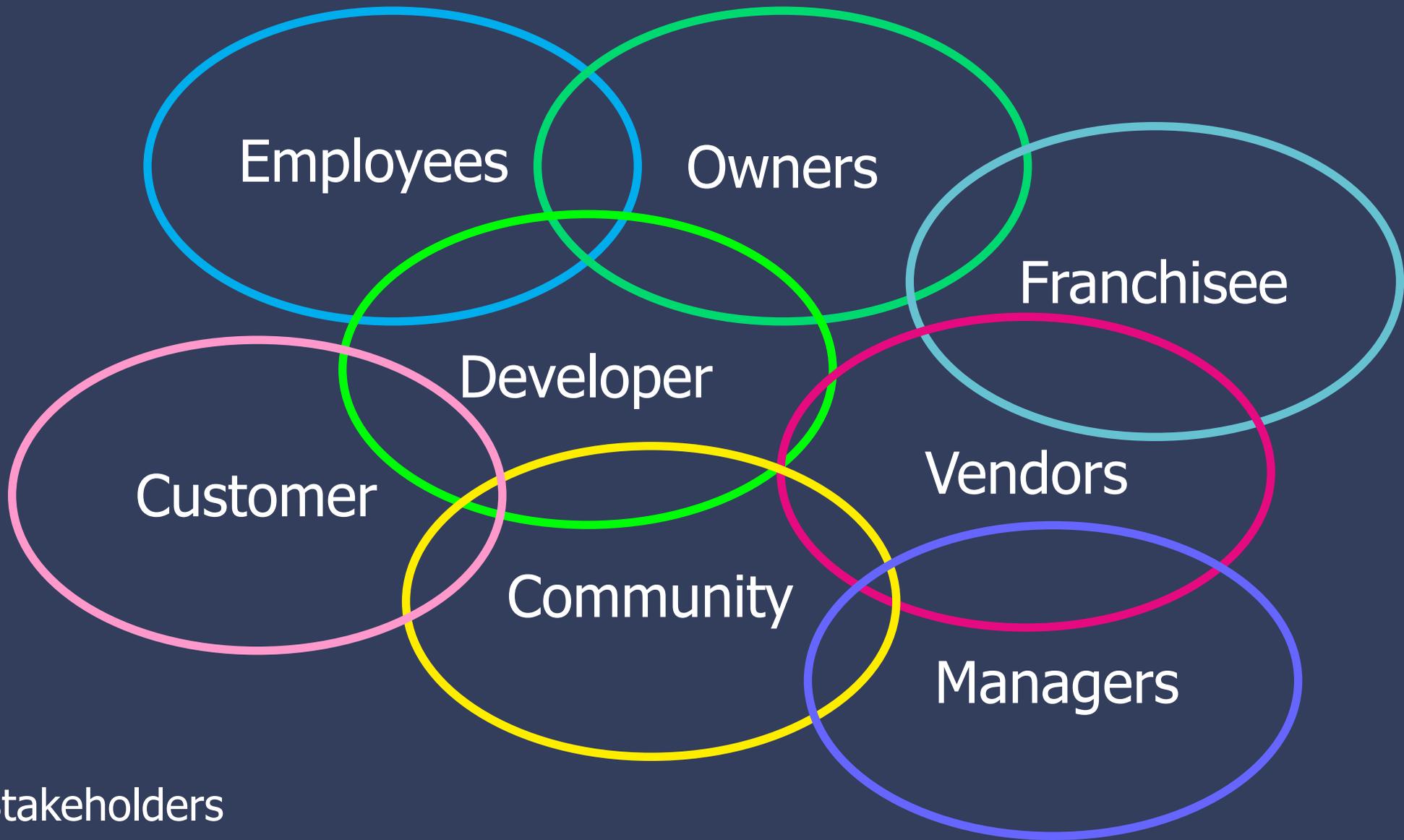
Франкфурт

Нью-Йорк

Сингапур

Бангкок

Киев



Employees

Owners

Franchisee

Developer

Vendors

Customer

Community

Managers

Stakeholders



Что важно для...

Важно для сотрудника:

- классно проводить время
- больше зарабатывать
- управлять графиком
- бонусы, плюшки
- дополнительные сервисы

Ответ менеджмента:

- управление рабочим временем
- балансируем на грани
- обеспечение дисциплины
- куда еще?
- на да, сейчас!

Как при этих вызовах оставаться эффективным?

Ranked by Bloomberg Markets magazine

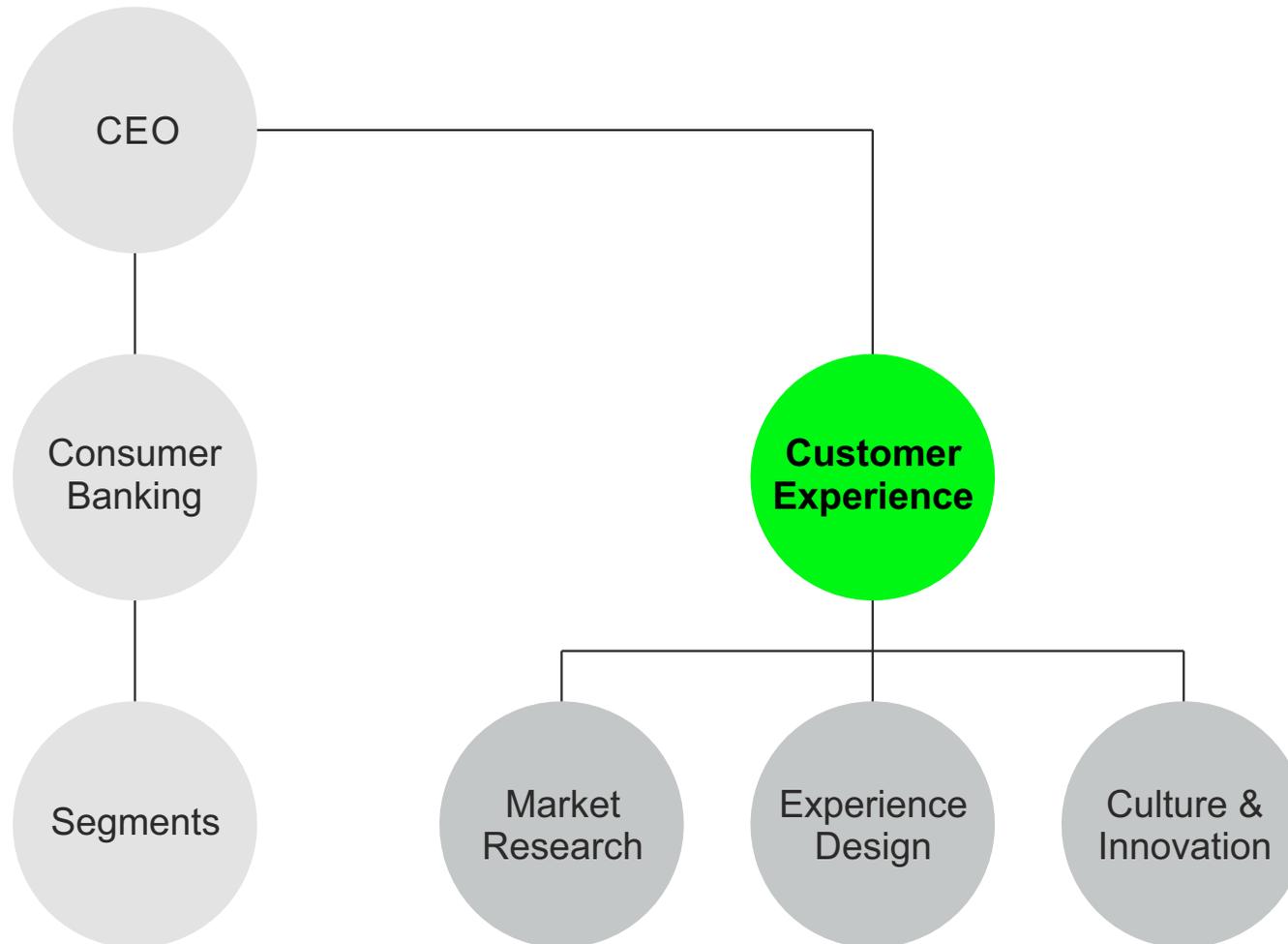
WORLD'S STRONGEST BANK

2011 & 2012

OCBC Group Customer Experience - уникальное подразделение банка по планированию и управлению потребительским опытом.



Место департамента **Customer Experience** в организационной структуре банка





OCBC Premier
Orchard Gate, Singapore



idnt

designing retail experience

YOUR PASSION, YOUR MONEY, YOUR STORY.
SAYING IT AS IT IS.



TAKE
A
NUMBER



WHERE ARE YOU
IN THE JOURNEY
TO LIVING YOUR
DREAMS?

Explore how your
passion drives you
and how you can
use it to grow your
business.



HOW TO MANAGE
THE RISKS

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.



READY TO EXPLORE YOUR
POTENTIAL BUSINESS & GO?
LET US HELP YOU.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.



LAUNCHING INTO YOUR
PASSION FOR REAL?
IT'S TIME TO TAKE THE DREAM.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.



INVEST IN
YOUR PASSIONS.
ENABLE YOUR DREAMS WITH
FRANK'S FINANCIAL PLANS.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

LIMITED
EDITION ART.
IN YOUR WALLET.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

Learn how to
manage the risks
of your business.

MOVEMENT + MUSIC

URBAN + POPART

TEXTURES + COLOURS



"Drawing is faster and leaves less room for lies."
- Le Corbusier















Five takeaways

1 Опишите интересы стейкхолдеров

2 Опишите ключевые процессы

3 Выберите решения

4 Обеспечьте адаптивность

5 Поддерживайте проект

idnt

designing retail experience

Mykola Chumak

Founder | CEO

+38 067 502 9152

mykola@idnt.com.ua

www.idnt.ua