

PIRCH DELIVERS NEXT-GEN EXPERIENCE

Emphasizing Culture Over Tech

PIRCH

NEXT GEN CUSTOMER EXPERIENCES



**ONCE YOU WALK
INSIDE, THE
EXPERIENCE IS
THE FIRST THING
YOU NOTICE.**

These aren't always about the tech. In fact, the more 'tech-y' a brand gets, the more human it must become at the same time. Customers won't accept anything less. Especially if they've been to PIRCH.

PIRCH (www.PIRCH.com) sells kitchen appliances, plumbing fixtures, and outdoor gear for your home. The signs outside their showroom locations list another specialty area: Joy. Seeing that should give you the instant sense that this is not your average retailer. And, it's not.

Once you walk inside, the experience is the first thing you notice. From a warm, personal greeting at the front door to a free coffee ("hand crafted beverage of your choice" in PIRCH language), you start to feel relaxed, not rushed, and your mind begins to open up a bit. "That's nice," you may be saying to yourself. I say "That's amazing!" because PIRCH does it consistently—on purpose and by design.

INSIDE THE STORE

The showroom is meticulously designed (by Fitch) with the kind of features you'd expect to find in higher-end homes. Unlike most big box sales floors, everything at PIRCH actually works. Water flows from the plumbing fixtures. Flames ignite on the stoves, and the refrigerators and wine coolers are at temperature. One of my favorite features is what the store associates call the Sanctuary. It's a special-purpose showroom inside the store that features showerheads and other nifty bathroom fixtures.

Unlike the box-on-a-shelf displays displayed at competitors, PIRCH shows you how each fixture works. Just touch the number for any of 28 showerheads on the control iPad and you can see how the water flows and how much it flows—right in front of you. If that's not enough information to help you decide with confidence, bring your bathing suit (or not—PIRCH arranges for complete privacy upon request) and do your own comparison testing. You won't be the first one!

Instead of just cramming every square foot of space with merchandise, PIRCH sets up well-themed vignettes that showcase manufacturers' products so that homeowners can imagine how things might be in their own homes. Using this merchandising approach, customers can see—and experience firsthand—how everything fits together. The company refers to this part of the experience as “dreaming”.

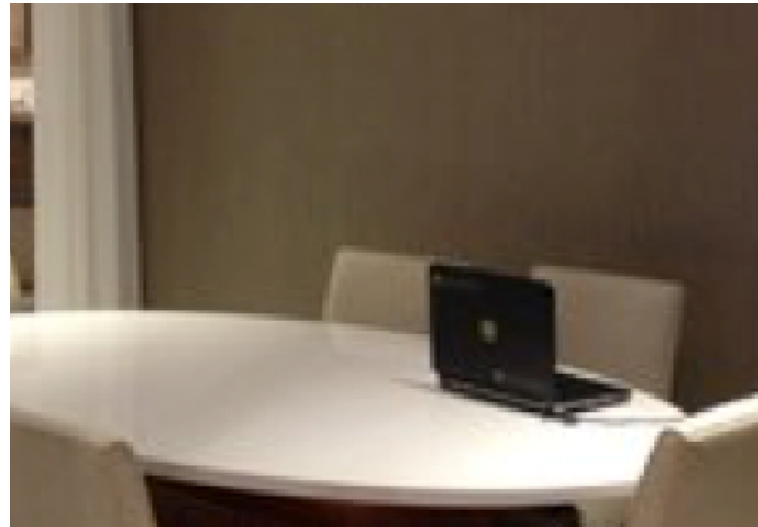


INSIDE THE STORE



PRICING INFORMATION

is discreetly displayed on wall-mounted floorplans that make it easy to find feature descriptions, names, and prices for any item you become interested in.



WORKSPACES

PIRCH even offers its customers and their designers work spaces that they can use for several hours or for the entire day. Free.



COOKING

Cooking is not a department at PIRCH, it's a central activity at each store and meetings + food are the formula for the company's marketing efforts.

On-site chefs produce fresh-from-scratch meals using the same equipment customers and builders/developers buy. Sharing food helps build relationships, livens the conversation about equipment, and provides customers and their designers the opportunity to linger longer.



AT HOME

The PIRCH experience doesn't stop once you leave the store. It follows you home. The details of product customization, fitting, delivery, and installation are handled by an entirely different team. This department has different people, different tools, different language, and uses different 'rules' to make sure the details of installation are right the first time.

Before installation, an advance team member typically visits to make sure gas, electric, ventilation, and space are all on plan. Before the PIRCH installers leave a customer's home, they thoroughly set-up and test each item. They show the homeowner(s) how to use it, answer any questions, provide an inspection—and they take out the empty boxes and packing materials. All that's left is a shiny new appliance or fixture—and no problems.



HOW DOES **PIRCH** DO IT?

So, besides the visual merchandising and store design (the physical attributes), how does PIRCH get the experience to connect so well with visitors?

How do they get people to notice the brand for the first time, remember the highlights of their visit(s), and share their experiences with others?

How do they get—and keep—store associates and team members on-brand and on-board?

1		live your life <i>Now.</i>		TOMORROW IS PROMISED TO NO ONE. 2		The only things you will regret are the things you did not do. 3		4		5		6	
		8		BE INTENTIONAL IN YOUR LIVING; STRIVE TO CREATE BEAUTIFUL MOMENTS. 9		10		11		12		13	
7		FORGIVE		Make time for family. In the end, they are everything.		slow down		BE CRAZY ABOUT SOMETHING		SOMETIMES WE ARE SCARED. IT'S O.K.		Tell the people you love what you appreciate about them. Speak from the heart. They might cry.	
		14		15		16		17		18		19	
		Go on an Adventure.		A DREAM UNFULFILLED IS A TRAGEDY		Be yourself. You are beautiful.		Honor your promises		SHARED EXPERIENCES ARE PRECIOUS BEYOND MEASURE.		Your first decision of the day is the most important.	
		20		21						CHOOSE HAPPINESS.		23	
		YOU HAVE A GREAT BOTTLE OF WINE. DRINK IT.		ACHIEVEMENT TASTES MOST SWEET WHEN FIRST WE DARE TO FAIL.								live Joyfully. ®	
		22		Don't wait for a special occasion: Life is a special occasion.									

THE ELEMENTS OF JOY: *A Manifesto*

HOW DOES PIRCH DO IT?

IT'S ALL IN THE CULTURE. CULTURE COMES FIRST AT THIS BRAND.

The PIRCH brand is built around culture. Both leaders and front-line team members have crystal clarity about what the ideal dreaming/designing/ installing/using experience is so that they can always work toward delivering it.

To sustain the alignment, every new associate travels to San Diego (HQ location) for a full week of brand immersion (not brainwashing ;-)) which includes discussions, story sharing, and role-playing. This approach helps everyone absorb the culture, learn the history, and see where the company is going in the near future. New associates also internalize their own 'PIRCH instinct' which lets them focus their full attention on the needs of each customer. They learn about their customers. They learn personalization techniques and how to kick off relationships with real human connections. Only after they're back at their assigned store does the acquisition of product knowledge begin.

To further sustain alignment, PIRCH employs an "Ambassador of Joy" whose primary focus is to keep the culture alive, relevant, and authentic. The person in this role keeps operational changes and new tech from adversely affecting the customer and employee experiences by working from the inside out to keep the brand easy to operate and friendly to do business with.

Hiring is done according to the brand's manifesto "The Elements of Joy". Associates are hired for their personality as much as their skills.

Operations, tech support, financial systems, etc. are designed in concert with (and subordinate to) the manifesto and the brand's principles.



HOW DOES PIRCH DO IT?

MANAGEMENT PHILOSOPHY

Magical experiences don't happen by magic. The best are crafted on purpose and by design. How do you get hundreds of store associates on the same page?

You start on the same page... or on the same wall. (Notice the manifesto painted on the side wall at the headquarters office in San Diego.) The manifesto is the 'frame' PIRCH uses to share their unique perspective on their business. The manifesto helps everyone see the business the same way—and their role in it. Replicated in the stores, shared regularly in meetings, talked about during reviews, the manifesto truly is a strategic management tool.



HOW DOES **PIRCH** DO IT?

DESIGN-BASED APPROACH TO CUSTOMER AND EMPLOYEE EXPERIENCES

The PIRCH experience didn't happen by accident. It was done on purpose and by design. Co-founders James Stuart and James Manning first laid out the principles of their vision—a store that would inspire consumers to “dream about, play with and choose products for better living”. That set the ground rules for what their then-new venture would be—and what it wouldn't be.

The store itself was designed around the experiences customers wanted to have. Today, we know that savvy shoppers favor interactions, integrity, and intelligence experiences. Back then, it was a secret formula.

TAKE-AWAY'S AND HOW-TO'S

DO YOU WANT TO BE LIKE PIRCH?

HERE ARE SOME STEPS TO GET YOUR CUSTOMER EXPERIENCE STRATEGY
STARTED AT YOUR EXISTING BRAND.

DON'T

COPY ANOTHER BRAND'S EXPERIENCE

You can't copy PIRCH (or any other brand) no matter how hard you try. By the time you've caught up with another brand—they'll have advanced.

So, the very best you can expect from a me-too strategy is a distant second place. Sadly too, you'll be more in touch with their customers rather than your own.

PUT SALES BEFORE SERVICE

When you strive to sell more, it's often at the customer's expense (in both senses of the word). You'll get better insights during the design phase for an improved experience if you put your customers' needs first and point all your systems and efforts at creating more value for them. (Don't worry, later in the process you can balance out what to do first/second and check your project economics.)

If you don't put service before sales while you're thinking through the design of an improved experience, you'll only get incrementally better ideas—which your customers will hardly notice.

JUST HIRE SOMEONE

Well, you can hire someone to help you get started, accelerate your team's thinking, or develop some killer ideas.

However, change won't happen until your own people get engaged in making their working experience and the client's buying experience better, then get behind the activities that make things different.

DO

SUCCESS IS OFTEN LESS ABOUT PERFECTION ACCORDING-TO-THE-PLAN AND MORE ABOUT INVOLVEMENT, PRIDE, AND CONNECTIONS WITH OTHER HUMAN BEINGS (CUSTOMERS).

SHOP YOUR OWN BUSINESS IN EVERY CHANNEL

In-store, on-line, at-home, using a mobile device, by phone, and soon. If you want a better experience for your employees and customers, start by knowing what your business offers them now and capture how it makes them feel.

You can use a Journey Map to record what you find out.

MAKE IT OK TO TALK ABOUT EXPERIENCES

To get things right, you have to talk about what's wrong. In some companies, that can have negative political ramifications.

So, create a safe place for crucial conversations to happen. Make it OK to talk about what's not OK. Emphasize objectivity, respect, and always keep the customer's perspective in mind.

One more thing... the difference between having an experience and just getting service is about how it makes you feel. To get your experience from where it is now to where you want it to be, emotions must become part of the dialog.

SHARE. ENGAGE. COMMUNICATE CLEARLY. ROLL-OUT. MAKE IT FUN.







Before you start changing things, share them with the people you'll count on to make the changes. Give them time to warm up to your ideas — or make them better! Purposefully engage your team, your customers, and your stakeholders in discussions about the what, the how, and the why of improvements to the customer and employee experiences.

Communicate clearly which details will be different, when they take effect, and who will be handling them. Roll-out the experience improvements on-time and on-cue. Make sure that your front-line teams get to take most of the credit. After all, they are the ones who will make or break the success of any experience you design. Finally, make it fun.



CONTACT US

Offices in Atlanta, Georgia, works globally

-  +01 404.229.5809
-  www.Storyminers.com
-  [@storyminers](https://twitter.com/storyminers)
-  [/company/storyminers](https://www.linkedin.com/company/storyminers)
-  [/storyminers/](https://www.facebook.com/storyminers/)
-  info@storyminers.com