HOW CAN I HELP YOU TODAY?

Treating Your Employee as a Valued Customer: How Retail Design Influences the Workspace
LEARNING OBJECTIVES

1. Define the types of branded experiences that engage customers and associates in similar space planning configurations.

2. Understand different types of retail planning tools that can inform better decision making across a workplace driven floorplate.

3. Better appreciate the differences in retail and workplace planning while leveraging both in design thinking.

4. Develop an understanding of the integrations of brand experience and customer pathing within flexible workplace design.
01 WHAT CAN WE LEARN FROM EACH OTHER?
# Dynamic Pathing

## Consumer

- Differentiate and disrupt category conventions
  - Demonstrates product uniqueness
  - Surprise and delight
- Provide mechanism of engagement
  - Help establish salesperson trust
  - Eliminate confusion
- Pique interest
  - Generate affinity
  - Drive traffic and volume
- Secure a confident purchase
  - Educate customer
  - Enable device

## Employee

- Creative development
  - Movement through space
- Passion
  - Teambuilding
  - Community
- Attraction
  - Retention
- Controlled choice
  - Hierarchy is disrupted
  - Networked vs. top down
  - Change management
ENGAGE
EMPOWER
03
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