

# **How do we accelerate to a better Interconnected Customer Experience?**

*Completed with Sherwin-Williams*

## **Background & Problem**

The Sherwin-Williams company is pushing for the greater utilization of its online resources. The company currently utilizes the Buy Online Pick Up In Store (BOPIS) system. Sherwin-Williams is also using the Sherwin-Williams Pro app. But, not enough customers are not utilizing these online resources available.

Also, due to COVID-19 employees and customers are overwhelmed with lack of accessibility to the stores and supplies needed. To overcome the stated problems, the following primary objective was created.

## **Primary Objective**

Create a marketing strategy to increase the percentage of existing contractor customers to use the “Sherwin-Williams Pro” app and “mySW” web app, maximize all their online resources in a more efficient way, and increase E-commerce sales. This primary objective allows Sherwin-Williams to connect to customers and provide them with their needs faster. This will relieve stress and chaos off the employees and customers during this COVID-19 pandemic. As these online tools are maximized now, it will create value for the company with digital customer connections and add value to the customer by facilitating more efficiency and effectiveness.

## **4 Strategic Recommendations**

1. Create training videos for employees to enable them to use the SW Pro App and online resources and benefits.
2. Create training videos for Customers to enable them to easily navigate the app and answer their own questions.
3. Share content videos & promotions across social media to increase the exposure of online resources to customers, as well as a new YouTube channel dedicated to contractors.
4. Enhance the “Pro Table” at the stores to convert customers from a “store-buyer to an app-buyer”.

## **Conclusions**

Implementing these four strategic recommendations will achieve the stated objective to increase the percentage of existing contractor customers to use the “Sherwin-Williams Pro” app and “mySW” web app, maximize all their online resources in a more efficient way, and increase E-commerce sales.

These recommendations are valuable for the employees because they will now know how the online resources are helpful, help customers, and make the employees’ job easier. Value is created for customers because the recommendations will facilitate faster order to delivery processes and improve business-to-consumer connectivity. Customers will know about the online resources through the website, social media pages, promotions on email, and or traditional marketing efforts. Because we live in a digital age, it is inevitable that these online resources will be part of each business process and even our lives.