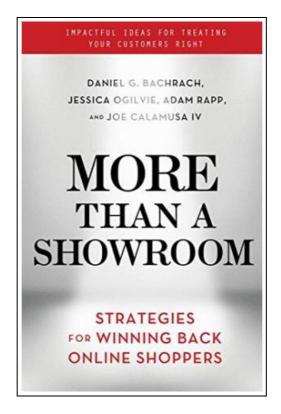
More Than a Showroom



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(Rafael Feeney Jr.)

MORE THAN A SHOWROOM



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1. Introduction: What is Showrooming? 2. Today's Customers3. Reward Systems: Compensation at the Store Level4. Reward Programs: Loyalty at the Store Level5. In-Store Wi-Fi: Engaging Showroomers on Their Terms6. Price Matching: to Match, or Not to Match? 7. No-No's at the Store Level: What NOT to do When Faced with Showrooming8. Employee Coping Behaviors: Handling the Stresses of Showrooming with Proactive Engagement9. Customer Service in a Technological World: A Timeless Strategy for a Digital Dilemma10. Employees as Knowledge Brokers: Understanding How Expertise is Your AllyAfterward | Format: Hard



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