

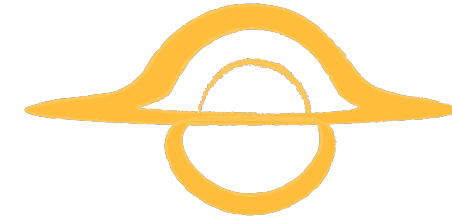
# Lessons from Millers Planet (Interstellar)

By Ali Rezvan – Retail Director

[Alex \(Ali\) Rezvan | LinkedIn](#)



# The pace of change



**50**  
million  
users



Radio

**38** years



Television

**13** years



Internet

**4** years



Facebook

**3.5** years



Twitter

**9** months



Instagram

**9** months



Pokemon Go

**19** days



**Aarogya Setu**

मे सुरक्षित | हम सुरक्षित | भारत सुरक्षित

**13** days





**Special offer**

**SAVE MONEY**  
ALL PRICES ON THIS page offer you GREAT SAVINGS AGAINST THE RECOMMENDED PRICE.

**CANON top value prices. A great deal for your money!**

With no hidden charges for credit, no deposit to pay and a choice of camera or camera with case, you'll find our Canon prices really make sense!

**A** Canon AV 1 35 mm SLR camera with fully automatic exposure. Lens: Canon FD 1:1.8 50 mm lens with bayonet mount. **Shutter speeds:** Auto 1 sec-1/1,000 sec, manual, 1/80 sec. **Film speeds:** ASA 25-1600. Order: **XD 009** for information leaflet. **MD 663 Camera and case £199-90** 20 wks £10-00; 38 wks £5-27  
**MD 664 Camera only £179-90** 20 wks £9-00; 38 wks £4-74

**Canon Speedlite 165A C** **SAVE £9-00** Rec'd price £65-40 **Our price £56-40** **£1-49** for 38 wks



**£4-59** for 38 wks

**£2-50** for 38 wks

**SAVE £10-00** Rec'd price £104-71 **Our price £94-71**

**£2-27** for 38 wks **SAVE £8-00** Rec'd price £34-24 **Our price £26-24**

**AUTO EXPOSURE ONE FINGER ELECTRONIC CONTROL**



**£3-57** for 38 wks

**SAVE £18-00** Rec'd price £150-51 **Our price £135-51**



**£2-19** for 38 wks

**SAVE £34-00** Rec'd price £116-92 **Our price £82-92**

**Canon AV 1 Fully automatic exposure**

**Camera and case SAVE £20-38** Rec'd price £230-29 **Our price £199-90** **Camera only £179-90**

**CAMERA ONLY £4-74** for 38 wks

**Canon AE 1 B**

Fully automatic or manual exposure

**Camera and case SAVE £41-00** Rec'd price £285-38 **Our price £244-38** **Camera only £225-00**



**CAMERA ONLY £5-93** for 38 wks

**HANIMEX**

1500 RF slide projector  
• Remote control hand-set  
• Straight and rotary magazines  
• f2.8 85 mm lens.

**38 weeks £2-01**

**Special offer**  
**SAVE £21-00** Rec'd price £97-18 **Our price £76-18**

**GNOME 7031**

• Straight and rotary magazines  
• f2.8 85 mm lens  
• Semi-automatic

**Special offer**  
**SAVE £7-00** Rec'd price £46-93 **Our price £39-93**

**38 weeks £1-06**

**Guaranteed 2 YEARS in addition to your statutory rights.**

**PROJECTORS**

Items J and K with rotary magazine at no extra charge

**J** Hanimex 1500 RF slide projector for 35 mm slides. **Lens:** f2.8 85 mm. **Lamp:** 24-volt, 150-watt quartz halogen lamp. **Magazine:** straight 36-slide magazine plus 120-slide rotary magazine. **Features:** remote control hand-set with forward/reverse and focus controls. Powerful blower cooling, tape recorder connection socket. **Voltage:** 230/240 volts, AC only.

**MD 672 Still projector £76-18** 20 wks £3-81; 38 wks £2-01

**K** GNOME 7031 'Sprite 150' **Lens:** Coated f2.9 85 mm lens. **Lamp:** 24-volt, 150-watt valve-based lamp. **Magazine:** 36-slide tray and 122-slide rotary magazine. **Will accept** cardboard or plastic mounts. **Features:** Compact with an efficient convection cooling system with heat-absorbing filter. Front foot adjustment. **Voltage:** 230/250 volts, AC only. Grey-black.

**MD 605 Slide projector £39-93** 20 wks £2-00; 38 wks £1-06















Improving on current metrics







Exponential growth through experience and data





# The Future of Retail



**BUSINESS  
INSIDER**





CAFE ON WHEELS





BOXFORD

STORES

POST OFFICE

OPENING

15%

POST OFFICE

## Photos

[See all](#)



## Page transparency

[See all](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created – 24 May 2014

## Related Pages



**Marmalade**  
Local business

 Like



**Fox & Hounds Groton**  
Pub

 Like



**Boxford Community Council**  
Non-profit organisation

 Like

## Add your business to Facebook

Showcase your work, create ads and connect with customers or supporters.

[Create Page](#)



Write a comment...



**Kelly Tooley**  
Is this were you irk Leanne xx



Like · Reply · 4 y



**The Boxford Post Office and Stores**

28 September 2016 · 🌐



Open to suggestions:-

LET US KNOW  
If you would like us to  
stock a new product or  
have ideas to help us provide  
what our customers require  
please do not hesitate to  
let us know.





Brand Experience

Retail



**54%** of global consumers now place higher value on their digital interactions with brands than on their physical interactions

“Some 35% of US consumers overall and almost half of Gen Z and Millennials – prefer to purchase from a brand on social media rather than on the actual website”

- James Gilpin, Sprout Social, May 2021

Sources: The App Attention Index 2019; Sprout Social, The State of Social Media, 2021

#### DIGITAL REFLEX

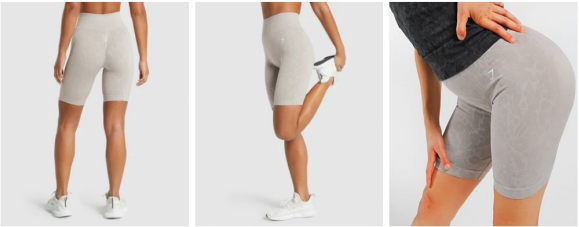
- ▶ 69% of consumers say their use of digital services is like a reflex – something they have little awareness of and use automatically.
- ▶ 71% admit that digital services are so intrinsic to their daily lives, they don't realize how much they rely on them.
- ▶ 68% recognize they use many more digital services than they are consciously aware of.
- ▶ 55% can only go without a mobile device for up to 4 hours before they find it difficult to manage tasks in their everyday life.
- ▶ 61% admit they reach for their mobile phone before talking to anyone else when they wake up.



WOMENS MENS


FREE RETURNS NOW FOR 90 DAYS\*

Home / New Releases / Adapt Animal Seamless Cycling Shorts



**NEW**  
**ADAPT ANIMAL SEAMLESS CYCLING SHORTS** £35.00  
Gymshark Womens

COLOR: Butterfly | Grey



SELECT SIZE [Size Guide](#)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
XS	S	M	L	XL
<input type="checkbox"/>				
XXL				

[ADD TO BAG](#)

Checkout today. Interest free.

**Klarna** Pay in 3 instalments of £11.67 >

**clearpay** Pay in 4 instalments of £8.75 >

[Free Returns On All Orders](#)

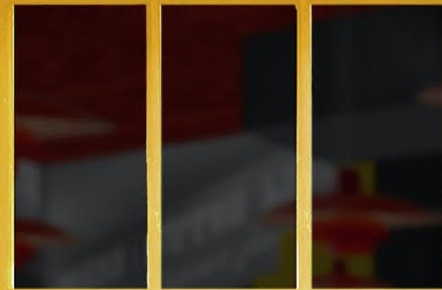
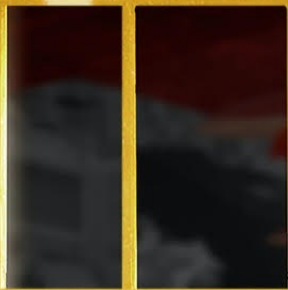
[Free DPD Express Delivery over £80](#)



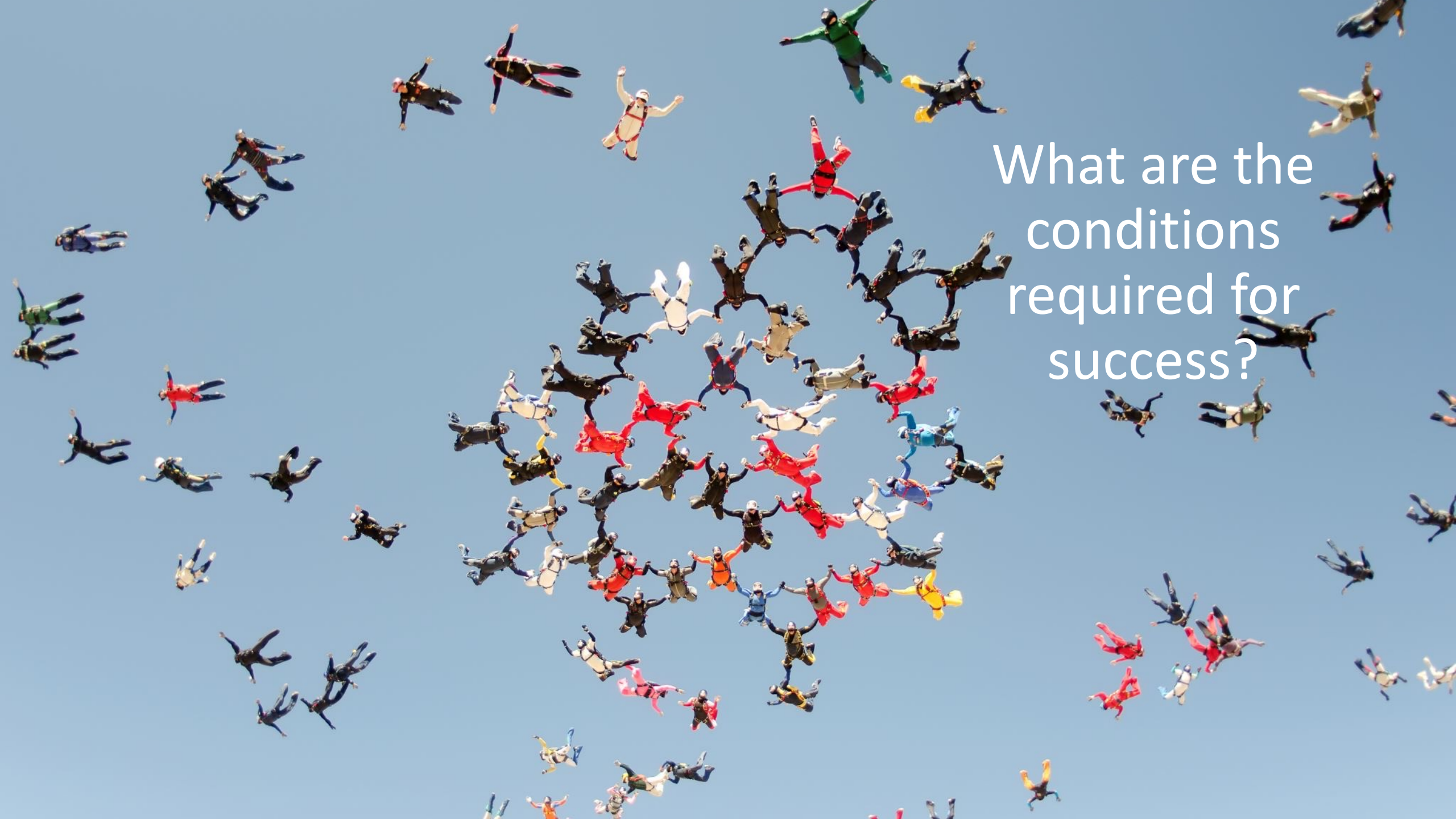




THIRD MAN RECORDS







What are the  
conditions  
required for  
success?

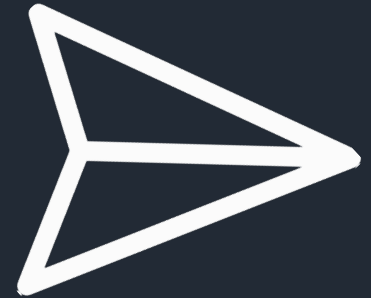
# What does it take



START SMALL



THINK BIG

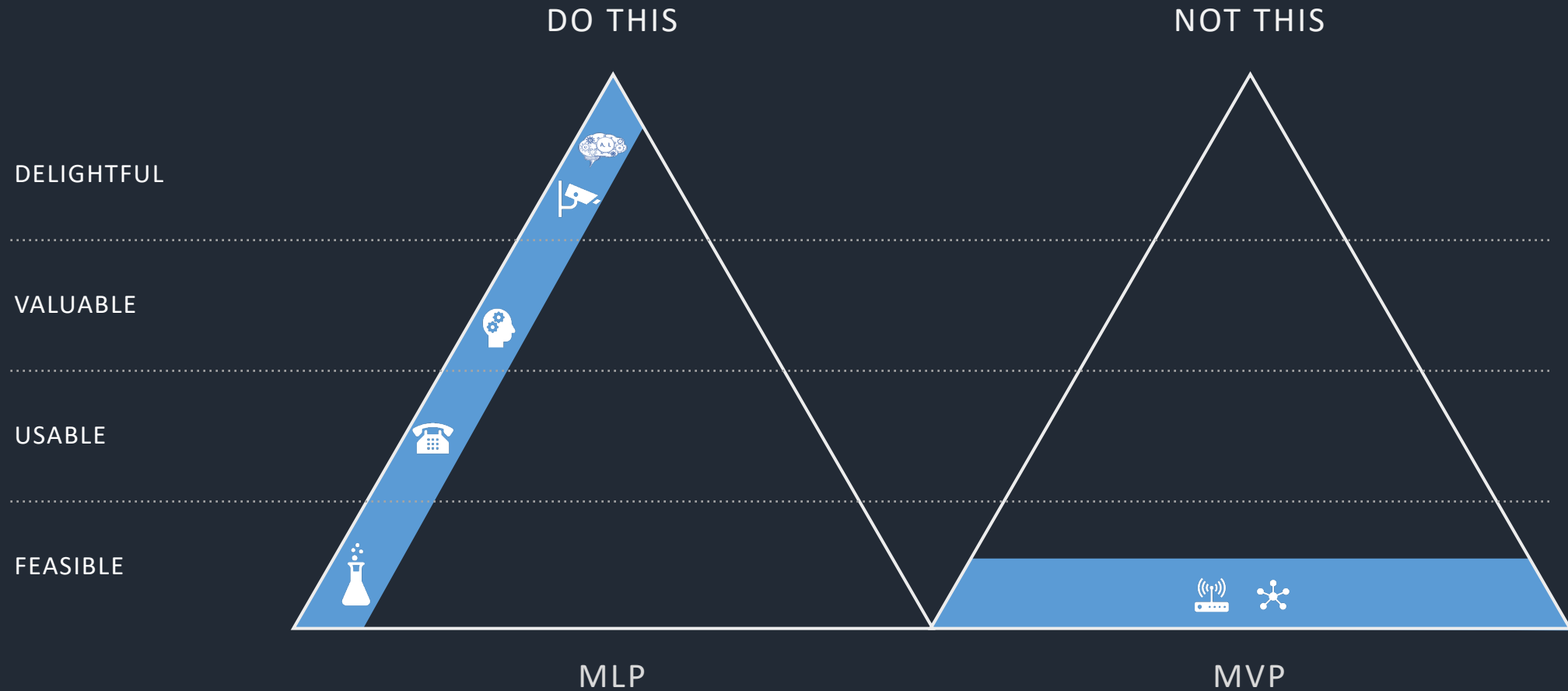


RUN FAST



# MLP (Minimum Lovable Product)

By collecting and analyzing rich data from customers and in-store processes, we gain valuable insights that drive our designs. It's not enough to create an MVP, today's users demand an MLP.



Create the Future of Retail



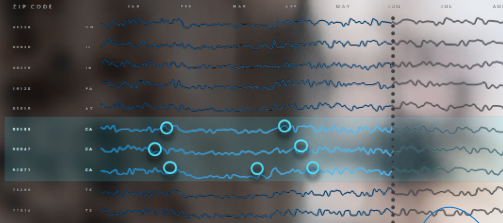
3-dimensional  
view of customer  
experience

Capturing customer  
experience in  
two dimensions

COMMERCE INSIGHTS ASSIGNMENTS



SALES



CUSTOMER INSIGHTS

WAREHOUSE PERFORMANCE

TOTAL PUT AWAYS	0.2
PUT AWAY AVG TIME	3.23
RECEIVED EARLY	18
RECEIVED ON-TIME	48
RECEIVED LATE	3











**63%**  
of consumers expect relevant personalization



**78%** of consumers are willing to leave a retailer's site if free shipping aren't offered  
**65%** of consumers are disappointed with the return process  
**8x** Consumers check tracking details eight times during shipment





# The Value of Customer Journeys



Executing Journeys

30%

Drives Higher customer satisfaction



15%

revenue upside



A negative experience is

4x-5x

more harmful than a good experience is helpful





Technical  
Debt

Investment to maintain legacy systems is limiting innovation and drastically impacting the ability to react or move to proactive retail.

**70%**

IT function's ability to innovate

**69%**

Less responsive to changes in market



Thank you.

Lets continue the conversation.....



:alirezvan1



**#ITSOKAYTOTALK**