



Harding & Yorke

### Harding & Yorke signs strategic alliance with British Retail Consortium – April 2010, London, UK

**BRITISH RETAIL CONSORTIUM**  
for successful and responsible retailing

#### **'Empathy in Retail' - The Customer Experience Differentiator**

Harding & Yorke (H&Y), a unique customer experience management consultancy, has signed a strategic alliance with the British Retail Consortium (BRC), to provide added-value services to its members relating to measuring and improving the customer experience. Harding & Yorke is recognised internationally for its measurement of 'Empathy', i.e. how it 'feels' to be a customer, which is often a missing metric when companies use traditional satisfaction surveys, which tend to measure 'what a company does' rather than *'the way they do it'*.

H&Y has been measuring and benchmarking top UK brands since 2004 providing an Empathy Rating™ which has been academically proven to correlate to bottom line profit, as Return on Capital Employed (Oxford Brooks University Business School). In a challenging retail environment where excellent customer experience is recognised as the key differentiator for success, this message will have appeal to executives charged with driving shareholder value as well as senior operational staff charged with shaping excellent customer experience.

H&Y's methodology works across all channels to include Retail (store & branch), Online & Contact Centre, which enables a business to ensure consistency across all channels and customer touch-points. In addition to measuring the subjective element of customer experience, H&Y also provides consultancy services to help design and develop more empathetic corporate cultures.

Rob Sowden, head of channel marketing at H&Y, commented "We are delighted to enter into this strategic alliance with the BRC as this forms a key part of our plan to ensure that Empathy becomes a recognised and integral part of industry best practice, across all channels. Our approach is one that resonates with everyone, as we can all relate this to the experiences we have with businesses and brands that we use or interact with. We look forward to working with BRC member companies to provide measurable improvements in customer experience".

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