Keeping the customer at the heart of your business

Stewart Ross – Director of Commercial and Campus Support Services, University of Leeds

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Catherine Lorigan – Director of Student Operations, University of Leeds
Welcome

Stewart Ross – Director of Commercial and Campus Support Services, University of Leeds
On Your Marks

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Peter Line
HEAD OF RETAIL OPERATIONS, MARKS & SPENCER
1884 Marks & Spencer was formed in when Michael Marks, a Polish refugee opened a market stall in Leeds, with the slogan ‘don’t ask the price, it’s a penny’.

1931 M&S food departments open in all stores, selling canned goods, fruit, vegetables and cakes.

1948 Self-service food shopping was introduced, it completely revolutionised food retail spaces, with customers selecting their own food from open shelving.

1958 In our first colour advert, we promoted the company as a fashion brand.

1960 In the 1960s, technology comes to the forefront. Fresh, chilled chicken goes on sale in stores, in newly installed chilled cabinets – it is an immediate success with customers.

1972 The Food Technology Department introduces ‘sell-by’ dates to wrappers, an innovation adopted by other retailers and which eventually becomes a legal requirement.

1972 We announce our first machine-washable lambswool and Shetland wool garments.

1980 Sandwiches are re-launched – the most popular is Prawn and Mayonnaise, launched in 1981.
Marks & Spencer’s Timeline:

1985 A new range of vegetarian main meals

1999 Online shopping was introduced via our website.

2002 All eggs used in our products now come from free range birds.

2002 SCOT tills are introduced allowing customers to check out without assistance.

2004 Our first ‘This is not just food, this is M&S food’ television advert is aired. One of the most iconic adverts from this campaign featured the Melt in the Middle Chocolate Pudding. When aired, sales of the product increased 3000%.

2007 Plan A is launched – our aim to become the world’s most sustainable large retailer by 2020.

2007 Plan A.
Because there is no Plan B.

2007 Plan A.
Because there is no Plan B.

2012 We launch Simply M&S, a range of everyday food products and must-have kitchen ingredients that offer M&S quality at great value prices.
Changing face of M&S....
The world is changing fast...

Constantly connected and influenced by others across Social Media

World coming to us – quicker and across a wider range of things

“I ordered it at 11.54 and it arrived at 12.30 – quicker than going out yourself”

Internet makes everything accessible wherever we are
Understanding our customers better than ever
Sparks

ON YOUR SPARKS CARD

20% OFF GUILT FREE SNACKS
IN STORE: 8 days to use

20% OFF EGGS
IN STORE: 8 days to use

TAILOR-MADE OFFERS

PRIORITY ACCESS

EVENTS & EXPERIENCES

WE HOPE YOU CAN JOIN US

How exciting! You now have enough sparks for the chance to join us at some truly amazing experiences. Keep an eye on your inbox for our Sparks newsletter - it will contain the latest experiences and how to enter the draw.

Good luck!

M&S

MONEY-CAN'T-BUY EXPERIENCES
In store shopping has to be an experience
More inspiration in store
Experiences in store
We need to make shopping easier and more convenient

In the last 12 months we’ve moved our order cut-offs from 5pm to 8pm

Around 75% of our dot.com orders are collected in one of our shops

Developed a colleague-friendly app for collections that speeds up collections for customers

Fulfil some .com orders from 25 of our largest shops to improve availability for the Customer
Using technology to help colleagues offer better service
Store Mobile Devices

Bringing mobile devices to the sales floor has enabled colleagues to be able to complete daily operational tasks and offer the best customer experience all from one place.
MAKING EVERY MOMENT SPECIAL
Making Every Moment Special...

Making
   The act of a person – it’s a doing word and demands action, taking responsibility not being passive

Every
   Consistently: every customer, every store, every day – every opportunity, cannot be an off day, always have to be ready to perform

Moment
   A specific period of time – both big and small but once it’s gone, the moments gone

Special
   Of a distinct or particular kind, i.e. M&S – special to you and customer, not generic
Special for Customers

Good for Business
Our Christmas TV Advert

HAVE YOU MET MRS CLAUS?
“We are focusing on strengthening our position as a modern, profitable business rooted in fulfilling the needs of our customers”

Robert Swannell, Chairman M&S
On Your Marks

Peter Line
Head of Retail operations, M&S
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Over to You

Q&A
On Your Marks
Contact us at onyourmarks@leeds.ac.uk
Or visit www.leeds.ac.uk/onyourmarks for more information