

# SPECIALIST QUARTERLY NEWSLETTER

## The “Digical” Customer

Did you know 87% of our customers use smart phones while shopping? Introduce them to the Macy’s app, which can help them to find the best coupon (My Wallet), check prices, earn bonuses via Plenti, read customer reviews and more! Teaching customers about the Macy’s app enables them to find what they are looking for which drives sales!

## SPECIALIST SPOTLIGHT



We’re shining the Specialist Spotlight on Jane Oftedahl, of Michael Kors handbags in El Cajon, California. Jane is a fairly new specialist to her area but has hit the ground running with an amazing 94 scorecard and 12.4% in My Client year-to-date. We reached out to Jane for a few pointers!

**Q: How long have you been a specialist?** I started as a Juniors Specialist in 2013. In 2014, I became a Handbags Specialist, and just a month ago I was chosen as Michael Kors Handbags Specialist.

**Q: What is your go-to in MAGIC?** Most important for me and what I think I am best at, Meeting and Making a Connection. I am very comfortable with people and I think they are also comfortable with me. I make them my #1 priority, no matter how many there are at one time. I assist them with the same level of enthusiasm, whether they are buying or returning. I think that’s what makes them ask for me when they come back to the store.

**Q: How do you use My Client to maintain your customer relationships?** For prospective clients, I try to invite them by making them understand the benefits of the My Client program. It’s very easy: easy returns if they’ve lost their receipt and I can look up previous purchases in case they forget the specifics of what they bought. I try my best to fully use the “Preferences” tool. I keep track of my customers: whether they want to be called for promotions or new arrivals, or if they like specific product types or colors. I use the information to maximize our relationship. When they come to the store, I always make them feel special by remembering their names, thanks to My Client! I treat them like a friend coming back, whether they are buying or not.

**Q: What would be your one piece of advice to other specialists?** Be open to learning. Know your product, know your customers, know the people you work with and share your knowledge with your team.

## The MAGIC of BOPS

BOPS is a great alternative for the speedy-shopper. In this instant era, everyone wants to get the most out of their time. BOPS is a great opportunity to deliver the “G” and “I” in MAGIC. Though the BOPS customer is typically in a hurry, do not neglect the chance to accessorize their purchase. Give options and also advice to inspire their style choices. Even though the customer has made a selection online, the BOPS customer accounts for an incredible 25.3% in radiated sales which equates to \$8.7M in in-store purchases. Take time to suggest complementary items for the BOPS purchase. Don’t forget to offer Plenti!

## Plenti Rewards Program FAQ

**Q. Who are the other Plenti partners?** In addition to Macy’s, Plenti partners include AT&T, Enterprise, Exxon and Mobil, Nationwide and Rite Aid. A complete list of Plenti partners is available at [plenti.com/partners](http://plenti.com/partners).

**Q. Do Plenti points expire?** Yes. Plenti members will have at least two years to use Plenti points. On December 31st of each year, any points older than two years will expire.

**Q. What happens if the customer loses the Plenti rewards card?** Plenti members can order a replacement card by contacting the Plenti Call Center at (855) PLENTI1. The lost/stolen card will be cancelled and the member will receive a new card in a few weeks via mail.

**Q. How will the Star Rewards and Plenti programs work together?** With Plenti, customers who pay with their Macy’s Credit Card will earn more points; another compelling incentive to apply for a Macy’s Credit Card. Macy’s Cardholders will continue to get special Star Rewards savings passes and discounts. They will also receive regular communications about Plenti through email, statement inserts and [macys.com](http://macys.com) advertising.

## Specialist MAGIC Makers from Coast to Coast

Look at these two incredible Specialist MAGIC Makers!

### MID-WEST

Let’s start in Indianapolis, Indiana at our Castleton Square location with Nautica specialist, Pamela Besett-Suarez...

*“I want to recognize Pamela, our Nautica Specialist, for her leadership and focus on ASKING QUESTIONS! Pamela has done a great job asking open-ended questions in order to connect with her customers at a high level and to better determine her customer’s needs. Pamela recently connected with a customer and quickly learned about an upcoming graduation by asking great questions! Pamela then went above and beyond to meet her customer’s special occasion needs by not only assisting in her area but also in 2 other areas to complete a full outfit. The customer was added to My Client and left feeling great about the personal attention they received from Pamela! Pamela is at 5.3% in My Client and is already 109% to her Nautica sales plan for May! Thank you for your hard work and your continued focus on making our customer the first priority!”*  
[As told by Jessica Wings]



### WEST COAST

Now we head out West to California with Julie Youngs in our Visalia store...

*“Julie Youngs is our MK specialist for women’s shoes in the Visalia store. Julie’s performance is outstanding. She brings 100% every day and as a result has an impressive 4.9% in My Client! She embraces all company initiatives and puts our customers first! She is a pleasure to have on the team and frequently receives customer compliments. We just received a promoter where the customer rated her shopping experience a 10! The customer wrote, “Great customer service, she was friendly and very helpful”. Thank you Julie for your consistency and commitment to our customers!!!”*  
[As told by Pam Georganon]



## Specialist Recognition Week

This year’s Specialist Recognition Week was a huge success. Take a look at these photos of celebrations from our regions across the country!



Southwest



Mid-Atlantic



Mid-Atlantic



South Central