



Newsletter

December 2019 | Volume 1



Inside this issue:



Effective Customer Service



How to Work With a Team



Omnichannel Retailing



Departmental Greetings

Contents

PAGE	
3	Greetings from the MD
3	Be our Brothers Keeper
4-9	Departmental Greetings
10-13	How to Work with a Team
14-15	Providing Excellent Customer Service
16-17	Photo Snapshots
18-21	OmniChannel Retailing
22	Double Six Pose
23	Christmas Feature
23	Riddle Me Dis

PUBLISHER: KINGSTON BOOKSHOP LTD

EDITOR: SHAUNA FULLER CLARKE

ART DIRECTOR: PHILLIP POWE

Vision Statement

Our Vision is to be a premium national and regional organization that is recognized as the leading Bookseller and Stationers of choice by all.

Mission Statement

Our mission is to provide products and services that foster and enable our growth and development in keeping with our vision of being recognized as a premium Bookseller and Stationer.

We will continue to listen to our customers and stakeholders and continue to seek ways to provide them with creative, innovative products and services and exceptional customer service.

We will encourage an inclusive environment that allows the talents, experiences, and perspectives of each employee to be recognized, and above all, we will be a good corporate citizen by contributing to national development and enriching the lives of the communities we serve.



FROM THE MD'S DESK

The celebration of the birth of our Saviour also gives us the opportunity to show love kindness and bring hope and cheers to others. It also provides us with the opportunity to be reflective, thankful and to plan for the future.

We give thanks for the many blessings which have been bestowed on us during 2019. There were many challenges but we survived by being resourceful and by the sterling contribution by you, our business partners. We thank you and look forward to your continued contribution to the development of this company .

For 2020 we need to redouble our efforts to be the best at what we do. Exceptional customer service in all areas of our business has to be the hallmark to which we strive.

I join the other members of the Board of Management in wishing you all a safe, prosperous and productive new year.

Very best wishes

SAR Fuller
Managing Director

BE OUR BROTHERS' KEEPER

Christmas is indeed a wonderful time of the year and also the most favourite for many of us.

But as we celebrate this special season, let us remember the true meaning and reason for the celebration; the birth of our Saviour and Lord.

Let us remember staff members who have lost love ones in recent months; please be consoled by the precious memories.

Many of us have faced challenges of one kind or another during this

year. Let us be comforted by God's promises to us, that he will never leave or forsake us.

Our last major activity this year in the department was the Annual Christmas Treat for the kids in the environs. This year, for the first time, it took the form of a Movie & Concert. The kids as usual had a blast. Many thanks go to the volunteers.

I take this opportunity to extend my appreciation to all staff members for your hard work and dedicated service during the year.

A special thank you to the members of my team, Anna Kay, Donovan, Marcia, Burchell, Ryan and Shinike, Good Job!!

Merry Christmas to you all and I look forward to a prosperous 2020 with you.



Sonia Fuller
Director of Corporate Services

Christmas Messages

As we come to the close of 2019, I take this opportunity to thank each and every one of you for your service. It's been a busy year, and we really appreciate your contribution in making KB what it is today.

The IT and Projects team has been incredibly busy. Highlights include - changes in the actual team, helping with the Orange HRM roll-out and the new inventory system. Of course there were moments when we were under pressure, like when Spanish Town's server decided it was not going to participate for a couple of days during back to school. Or...when JPS messed up (as usual)...and then Portmore's generator decided to go down every 30 minutes during the back to school fair....knocking out our systems. What a stress!

So 2019 has not been without its successes and challenges. We are grateful for both because as a result, we are constantly learning and growing as a team. We are looking forward to 2020 - a few exciting things are in the pipeline!

On behalf of the IT and Projects team - we wish you and your family a truly blessed season. In this time of merriment and gift giving, I encourage you to take a moment to recognize the reason we celebrate - the birth of Jesus Christ. Let us also keep in our hearts and prayers, those who have no shelter, or food, or family. And if you can put a smile of someone's face - by donating food or clothes or just being nice to someone...do it.

Usually at the end of a year I reflect on life - personal and professional.

Did I achieve all that I planned? What could I have done differently? What will I do next year? You see, in an age of information overload and so many distractions, it's really easy for "life" to get in the way of what is important to you.

So my 2020 message to you is this - make time for the things that mean something to you - family, health, self development, hobbies...whatever it is that floats your boat, make time. Don't prioritize your schedule, instead, schedule your priorities.

Cheers to the New Year!



Shauna Fuller Clarke
Director of Strategy & Innovation

Celebrating Our Summer Workers

The HR Department is very proud of its involvement in the hosting of the annual Summer Worker Appreciation Social which has become a time honoured tradition upheld by Kingston Bookshop. The importance of this event is not only the recognition of the hard work of the summer employees as it provides the opportunity for experienced and emerging talent to be showcased and the 2019 celebrations were no less outstanding than in previous years. Each year summer workers,

managers, supervisors and staff from each location come out in support of the person who has been awarded the coveted prize of Best Summer Worker. Winners chosen by their peers from each location are recognised by being given trophies and gift certificates from the Organisation. The proud honourees also have their names etched on plaques which are displayed at their respective units for posterity. Can you identify among us persons who have joined the workforce from the summer programme? It is these very persons who have been recruited over the many years

from this initiative who have contributed greatly to the Organisation's growth and development. We take this opportunity to salute all our summer workers who have played such a valuable role in building the Organisation into becoming the Kingston Bookshop that we all are so proud of today.



Judith Blake
Senior Human Resource Officer

Christmas Messages

SEASONS GREETINGS

As one year ends and a new one begins, it's like wow I'm glad it's over. However it never really ends. All the challenges of yesterday prepare us for adventures of tomorrow. With all the difficulties faced each day our teams ensured that the show must go on. Year 2020 will have its share of good and not so-so moments, but we will remain steadfast to meet our goals.

I wish everyone a safe holiday, suck up all the family time during the season with joy and love in your hearts. Merry Christmas and an Awesome 2020.



Ricardo Fuller
Director, Training Manager

On behalf of the Sales and Marketing team I take this opportunity to wish the entire KB Family a Happy and Wonderful Christmas and a Prosperous New Year.

The Sales and Marketing Department had an exciting year in which we had a number of successes. Chief among these were the successful staging of KB Reading Day and the KB Portmore Back to School Fair.

Happy Holidays

We also staged for the first time a joint outside broadcast that was simulcast from three stores- KB Liguanea, KB Springs and KB 74 King Street - which created much needed publicity for these stores.

During the month of May we rebranded our annual Teachers' Day Awards Ceremony into the Ignite Awards where we recognized the varying developmental efforts of schools from the primary level to the high school level. One school from each level was recognized for their efforts and they were awarded bursaries of one hundred thousand dollars each. The schools recognized were The Marie Atkins Basic School from Kingston, Naggo Head Primary from St. Catherine and Paul Bogle High from St. Thomas.

We were also encouraged by the successful staging of another installation of KB Soiree which was held at the Portmore location in February. Authors such as Owen 'Blacka' Ellis, Sheldon Shepherd, and Saccheen Laing had the opportunity to read from their books to attentive book lovers.

The year was however not short of its challenges due to a number of events outside of

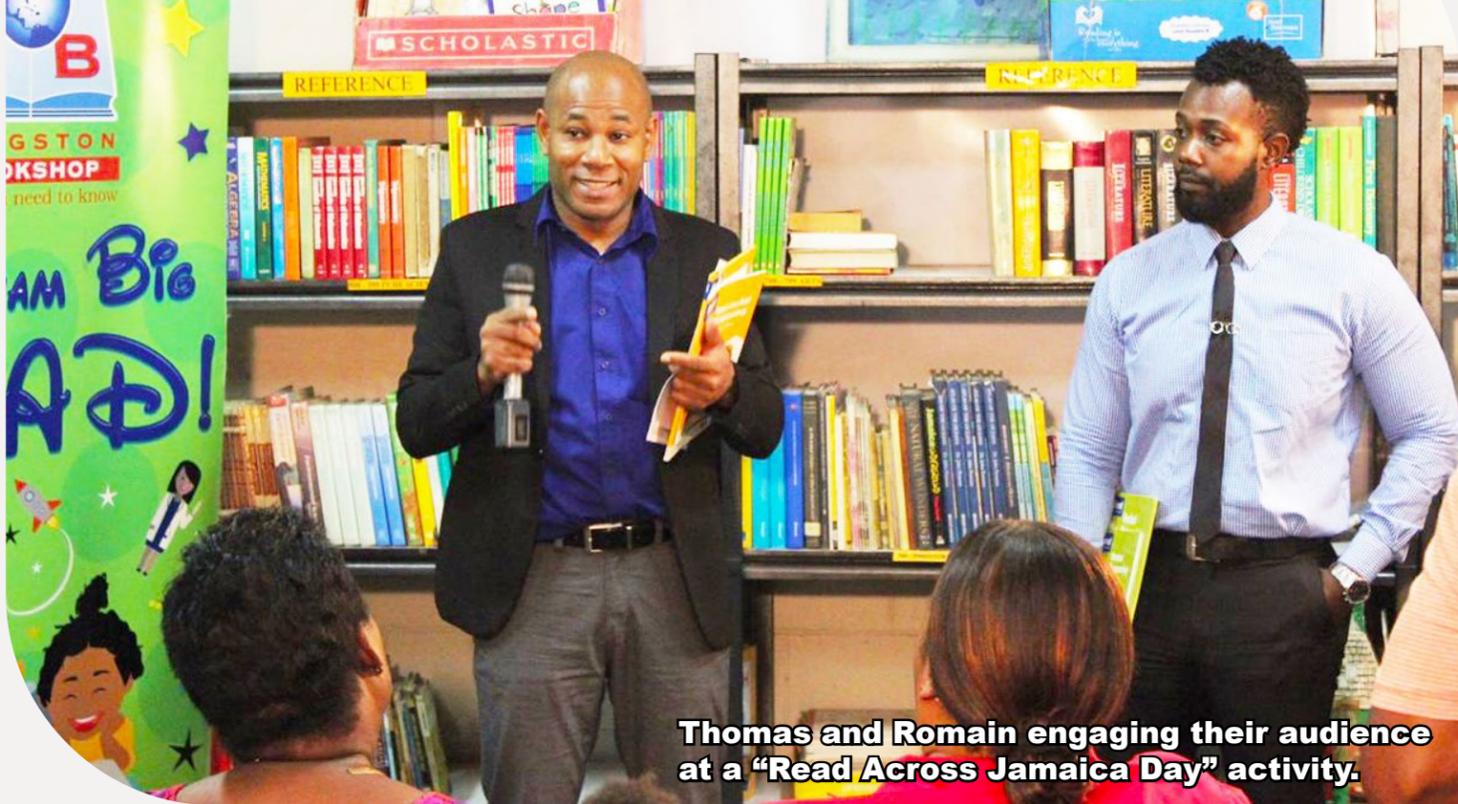
the department's control. We are however grateful for the support we got that helped us to manage the situations as they arose.

In closing, let me wish for you and your family a Happy and Peaceful holy season and pray that you remain safe at all times.



Damani Johnson
Sales and Marketing Department

EDUCATIONAL PROMOTIONS UNIT



Thomas and Romain engaging their audience at a "Read Across Jamaica Day" activity.

The Promotions Department takes the time during this most joyous Christmas season to wish you a festive, safe, and happy holiday.

We are extremely grateful for the tremendous effort that went into making 2019 a year of great success! The interaction and support from our retail stores, warehouses, administration and Directors has been evident throughout the year and has served to galvanize our determination to go out and "do the business" for KB and our publishers.

Certainly there were challenges, but with prayerful determination, we were able to rise above them. We pray that we will display the same fortitude in 2020.

On behalf of Novelia, Frederick, Karen, Dominique, Romain, Thomas and I we wish you all a Merry Christmas as you celebrate this beautiful festival with lots of joyful moments to cherish forever."



Norman Livingston
Manager,
Educational Promotions Unit

Here is a brief pictorial of some highlight moments of our promotional activities for the year. Enjoy!!!



Novelia's seems very pleased to hand over some tokens to the Director of MOE Region 6 Mr. Richardson



Romain meeting the Minister of Education at a Ministry of Education function.

PAVILION



TEAM WORK MAKES THE DREAM WORK: Gotta love CAKE! Pavilion exceeded the sales target!

Left-right (Rickardo Abasah, Mrs Paula Plummer, Rodisha Lecky, Kimberley Watt, Natassia Issacs, Semoy Dixon, Tasheika Williams, Shevanese Watson and Odecia Adman.

SEASONS GREETINGS

2019 was welcomed with much fanfare, flare, dreams and aspirations. Despite the Challenges that we faced we pulled through. We celebrated CHILD'S MONTH, it was great. The schools we visited welcomed us, and made purchases from items we carried. I hope 2020 will be full of excitement.



Sigma 2019 Left-right(Rickardo Abasah, Kimberley Watt, Kenneil Peart, Semoy Dixon and Odecia Adman)

Summer was an even greater challenge, but we came out of it in good spirit. Our best summer worker Kemesha Dale is now at our Boulevard branch training as a cashier.

Our team came up with games night where we played bingo, domino, and charades to name a few surely had fun. I would like to encourage the other locations to get involved with activities like these.

Pavilion participated in a Christmas promotion this year where we had a Santa and kids came to have their picture taken with him. We also encouraged customers to make a purchase for the kids at the SIR GOLDING REHABILITATION CENTER.

I want to thank my staff members for also participating in buying gifts for the kids as well.

HOPES FOR 2020

With big 2020 approaching rapidly we look forward for a brighter future and to achieve better things which include:

- A more efficient running store.
- Be the top sales store for KB
- Reducing cost at our location
- Increase in foot traffic at our Cyber Centre
- More personal growth within the company for staff
- Always improve in customer service.

CHRISTMAS MESSAGE

Warmest thoughts and best wishes for a wonderful HOLIDAY and a HAPPY NEW YEAR. The gift of love, peace and happiness, may all these be yours this holiday. Wishing you all the hope, wonder and joy the season can bring.

Merry Christmas



Rodisha Lecky (Cashier)



Fitzroy Clarke (Stockroom Clerk)



Odecia Adman
Supervisor, Pavilion

PURCHASING DEPARTMENT



The Centrum Team (Aleks, Valentin and Alexandra)

Trip to the Paper World Show (January 2019)

A Face to a Name (Meeting our suppliers)

We met up some of our longstanding partners at the Trade Show held in Frankfurt, Germany.

For us it was nice to meet up with our suppliers and have a first-hand view of their new products.



MonAmi Booth



Dilip Sampat – President, Navneet (Astra) Company



Patrick Kang - Export Manager – Mungyo

74 WAREHOUSE

At the 74 warehouse our main aim is to achieve maximum accuracy in our inventory while providing quality customer service to both internal and external customers. For the year of 2019, we achieved 99% accuracy in our inventory based on the yearly stock count held in March. We also manage to have a 24 hours turn-around time for distribution of books during the back to school season. Thanks to my team for making these goals possible. I salute you all.

For the year of 2020 we aim for 100% accuracy in inventory. Also we want to improve the communication skills within the department and other departments.

Thank You!

On behalf of the 74 Warehouse department, we extend warm Christmas greetings to the director's, fellow co-workers and their families.

During this Holiday Season more than ever, may we be grateful for those who have made our progress possible.

In this spirit, simply but sincerely we say Thank You!!!

Best Wishes for the Holiday Season and a Happy New Year.



Sheldon Welsh
74 Warehouse Supervisor

ACCOUNTS DEPARTMENT

There were quite a few activities for the Accounts team since the start of the year. Here are a few:

Employee of the Quarter awards were given to Miss Roberta Black and Miss Christal Nash for the first and second quarters respectively.

We started a birthday club and had birthday parties for half the team who celebrated birthdays from April to September 2019.

In August we visited Devon House as a team and had a great lyme. Everyone enjoyed the cake and ice cream.

MAJOR HIGHLIGHTS FOR 2019 ARE:

- In March we started emailing payslips on a phase by phase basis starting with the monthly paid persons, then for all staff.
- Mobile Point of Sale machines were provided for all KB drivers in July after two training sessions.
- In November, we phased out the weekly payroll which promotes better money management and proper budgeting techniques.

On behalf of my hardworking team, I would like to wish the staff of Kingston Bookshop a Merry Christmas and a New year filled with genuine love and respect for one another.



Karen Taylor-Johnson
Chief Accountant

SPECIAL PROJECTS

Wow! What a year! We have had an interesting year, one which sees us celebrating, mourning and reflecting. Now we are almost at the end of it all and for some of us it can't come fast enough, for others we are wondering where the time went...

As you celebrate, take some time out to extend yourself to those who are in need, those who have lost so much throughout the year. Take some time to remember all those who did not make it to the point of celebration.

To my entire KB team, thank you for giving me the opportunity to work with you this year. We had our challenges but it has been an honor. We survived 2019; In fact, we thrived because of some amazing hard work, creativity, and dedication. I am personally grateful for the tremendous efforts, and I wish you a rewarding, joyous new year. May you have the gladness of Christmas which is hope; the spirit of Christmas which is peace and the heart of Christmas which is love!

I look forward to an explosive 2020 working together as one KB!



Tashana Johnson Lynch
Projects Coordinator



HOW TO WORK WITH A TEAM

Being a good team player is an essential skill, especially at work and school. When you're working with a team, make sure every voice is heard and work together toward common goals. Additionally, create compromise to resolve conflicts that arise. Don't worry if you struggle with teamwork. You can improve your skills as a team player. It's also possible to prove you can work independently while working on a team.

Method 1: Developing Good Teamwork Skills

1. Show you're reliable by

doing everything you say you will. Your actions will reflect on everyone in your group, so do your best to always follow through. Complete your portion of the workload, and speak up as soon as you notice any issues that may arise.[1]

- Always keep your promises to the group.
- If you do need to back out of a promise, take responsibility for it by telling your supervisor, client, or teacher that you had to withdraw from the project. After you notify your supervisor, client, or teacher, tell your team that you've had to back out. Don't put your group in an awkward situation.

2. Make sure you do an equal share of the work. No one likes a teammate who barely contributes to the project. Take on an equal part of the work, and speak up if you realize you aren't doing your fair share. Not only will your group mates appreciate your work ethic, it will show your supervisor or instructor that you're a good team player.[2]

- Keep in mind that some tasks may be harder than others. Make sure you and your teammates create a balanced workload that's fair to everyone.
- If you feel like you are doing too

much work, tell your team. You might say, "I noticed that our team assignments are a little bit imbalanced. I have extra work assigned to me that I'm hoping we can spread around."

- If they still don't take on their fair share, talk to them one-on-one about their perspective on the project. Try to address their reasons for holding back. Then, compare your current roles and invite them to take a more active role in the project. If nothing helps, you may be able to talk to your supervisor or instructor, but doing so can be risky. Make sure you've tried to solve the issue as a team first.

3. Be direct and honest when you communicate with others. Always say what you mean, but use a professional tone. Similarly, don't waste people's time by padding the truth or being indirect about how you really feel.[3]

- This includes what you say and what you write in reports, memos, emails, or text messages.
- On a similar note, don't gossip about or to your teammates.

4. Share credit with your mates. No

one likes a credit hog, so don't steal the spotlight. Treat the team's accomplishments as a group success. Additionally, acknowledge the individual contributions made by your teammates.[4]

- For instance, you might give your teammate credit for having a great idea that helped your team finish your project in half the time.
- Even if you're the team leader, it's important that you not hog the credit. A team success belongs to everyone.
- If someone really didn't help the team, talk to them about team expectations and how they can contribute moving forward. You or your teammates may need to help manage their workload.
- If someone else tries to hog the credit, you have a few choices on how to handle the situation. In the moment, you could say, "Thanks for bringing that up, Sharon. We all worked hard these past few weeks to create this plan." If you can't speak up in the moment, confront your colleague calmly to discuss what happened. Ask them to explain why they indicated that they deserved all the credit. If this doesn't help, you may need to involve your supervisor, so make sure you keep records that show who did what as part of the team.

EXPERT TIP

"It's my belief that creativity is best served when you are grateful for the ideas shared with you and generous with your own ideas." - Dan Klein

5. Adopt a positive attitude when it comes to your work. People are more likely to enjoy working with you if you have a good attitude. You can improve your attitude by approaching problems as an opportunity, expecting a positive outcome, and adopting habits that improve your workday.[5]

- One way to always find the positive outcome is to consider your work never complete until some-

thing good comes out of it.

- Good habits to help your workday go more smoothly might include enjoying a mug of your favorite tea every afternoon, organizing your desk to reduce your stress levels, and enjoying a brief, energizing walk at lunch time.

Method 2: Working Independently While on a Team

1. Take initiative when working on your collaborations to the team. Although you're working on a team, you'll likely complete some of the work alone. Don't expect your teammates to take responsibility for keeping you on track. Be a self-starter by staying on top of your assignments, creating deadlines for yourself, and meeting project expectations.[6]

- This also shows your supervisor and teammates that you're able to work independently of the team.

2. Speak up when you have ideas or expertise about a topic. This shows leadership skills, while also making you a valuable part of the team. Sharing your thoughts shows that you have more to offer and are thinking outside the box. Even if your ideas aren't right for the project, they might lead to future innovations on a different project.[7]

- When you have team meetings, always contribute something to the discussion. If you have trouble thinking on the spot, brainstorm before the meeting so you have some ideas about what you have to say.

3. Volunteer to take on extra work, when necessary. This is another way to show that you're not only a good team member but also an independent worker. Step up to lead a project, knock out a backlog of unfinished tasks, or complete a side project for your supervisor. Then, complete the

extra work as quickly as possible. [8]

- You'll show your independence by setting priorities between each of your work tasks, creating new deadlines for yourself, and following through on your promises.

- When you take on these extra projects, you'll quickly gain a reputation for being a self-starter and an asset to the organization.

- Make sure that you don't take on too much work. You'll need to balance your new projects with your current work assignments. Know your schedule so you don't accidentally put too much on your plate.

Method 3: Completing a Team Project

1. Pick team members who have skills that complement yours, if you can. If you have a choice on who you'll work with, look for people who are different from you. Although it's tempting to pick similar people so your work will go smoothly, it's better to have diverse ideas and skill sets on your team, as you'll be able to be more creative. [9]

- If everyone has the exact same perspective and skill set, it will be harder to divide the work because everyone will want to do the same things. For instance, let's say you're working on a project to design a brochure. If everyone on your team enjoys graphic design, you'll all want to create the brochure, instead of tasks like conducting research on your topic.
- Additionally, your group won't be as innovative in your ideas because you won't be coming at the topic from different perspectives. For example, team

members from different socioeconomic backgrounds might have experienced a community issue in a different way, giving them a different perspective on it.

2. Compare skills sets with your teammates if your team is already chosen.

Talk to your teammates to find out their background, strengths, weaknesses, and interests. Determine what you each bring to the table. Try to find ways you can complement each other's skills so your team can work well together.

- If you're the team leader, you might host a planning meeting and invite everyone to share their skills. If you're not in a leadership position, talk to people one-on-one. Look for ways that you can bring something new to the team.
- For example, let's say you find out your teammates are strong in skills like networking with clients, statistics, and design. Although you might also be strong in networking and design, you could offer to use your writing skills to complement the skills of your teammates.

3. Include input from all team members so everyone is heard.

A team can only thrive if everyone feels valued and heard. Not all ideas are winners, but the group must still listen to them and consider if they're a good idea for this project. Make it a priority to collaborate as much as possible.[10]

- If team members start to feel as though their ideas don't matter, they'll stop being an active part of the team. This will hurt your overall output as you're losing valuable ideas and expertise.
- For example, you might host round table meetings to encourage participation.
- If you feel like people on your team aren't listening to you, talk to your team lead about it. Say, "At the past three meetings, I've

tried to offer input on the project, but I keep getting interrupted. Do you think we can try a round table approach so we can also share our ideas?"

4. Participate in goal setting as a team so you have a plan.

It's important that all team members are working on the same goals, rather than each person pursuing personal aspirations. Discuss your goals as a team and adopt the goals that everyone agrees on. Moving forward, you can change or adapt your goals as needed, as long as everyone provides input.[11]

- Be as active in the goal setting process as possible. If your team leadership already set goals for your group, you might not get a voice in the process.
- For example, your team might start out with 3 goals: "1) Design a survey to gather public input about our park project; 2) Distribute the survey to residents; and 3) Evaluate the survey results to determine how to proceed with phase 2 of our planning project."

5. Clarify the team expectations so everyone is on the same page.

This can include explaining the expectations or asking questions if you find them unclear. It's likely that each teammate has a different idea about what's expected of them, as well as what everyone else needs to be doing. It's essential that the team discuss these expectations and agree on one universal list of expectations that everyone will follow.[12]

- If you're not a leader on your team, you may not be setting expectations. However, it is important that you understand them, so ask questions if you're confused.
- Write down the expectations and make sure everyone on the team has a copy. For example, you might email the copy to everyone or post it in a communal Google Drive folder.

- Examples of expectations might be "everyone completes their work on time," "check team communications daily," "upload all work to the communal folder," etc.

6. Participate in brainstorming sessions to encourage collaboration.

When you can, meet in person so you can have a free exchange of ideas. If this isn't possible, schedule a group phone call or digital conference through service providers like Google or Skype.[13]

- Teams are most effective when they collaborate, so brainstorming sessions are a great tool for good teamwork.
- Make sure each teammate is taking notes during the meeting so that you can all recall your ideas later.

7. Establish a universal means of communicating with the team.

Choose one method of communication. Make sure all team members have access to the means of communication so everyone is on the same page. Otherwise, your group may not work effectively, as some group members may be unaware of what's happening.[14]

- For example, all group members might participate on a group text message or email.
- If you have no control over how communication is handled, that's okay! Follow along with the guidelines set up by your group leader.

8. Focus on the success of the group, not your personal success.

When you're on a team, everyone's success depends on each member working toward a common goal. If you're thinking about your own glory, you'll be undermining the team. Keep your focus on your team's success, and your own success will follow.[15]

- It's helpful to remember that a team failure will reflect badly on you. Don't let your personal aspi-

rations get in the way of your team's success.

- Let's say your personal goal is to make it onto the management team. Rather than trying to impress your supervisor with your managerial skills, work with your teammates to accomplish your shared goals. Do your best to support the team, which shows you're an asset to the company. Then, you can volunteer for side projects that will help show your full range of skills.

Method 4: Resolving Team Conflicts

1. Discuss the issue in person with your teammates.

Talking things out in person will allow a free-flow of information and prevent misunderstandings, which might occur if you bring up the issue in an email. State the issue you're having, then listen to what everyone has to say.[16]

- If you're concerned about having a record of the conversation, you can record it using your phone or a voice recorder.
- If you aren't the group leader, you may prefer to talk to your group leader before talking to the group as a whole. This may be helpful if you'd rather the leader bring up the issue.

2. Direct your concern toward the problem, not your teammates.

Don't accuse or blame anyone on your team for causing the conflict, even if you believe they did. Instead, keep all of your comments and arguments focused on the issue and how your team can solve it.[17]

- If you feel attacked by the other person, don't respond with your own attack. Say something like, "I'm sorry you feel

that way, but blaming each other won't help us solve the conflict. I'd like to stay focused on solutions." This way, you show that you're a professional and care more about the project than your ego.

- You may not have much control about how the conflict is handled. However, you can control what you say and how you react. Keep your words and actions professional.

3. Give everyone a chance to share their opinion if you're a leader.

Even if you think you're right, it's still important to hear everyone out. Otherwise, your conflict will continue even after you've solved this issue, as you'll create resentments on the team.[18]

- For instance, you might host a round-table to allow everyone a chance to speak. Don't respond to each other until everyone has shared their opinion.

4. Listen to each side of the conflict.

Focus on what the other person is saying, not what you will say in response. You may even take notes about what they say. Once they're finished speaking, repeat what they said back to them to make sure you really understand what they're saying.

- In most cases, conflict on a team happens because people have different perspectives and backgrounds. This is actually a good thing! Understanding everyone's opinion and why they feel that way will help you create a better solution to the problem, which eventually helps your team produce better work.[19]

- You might paraphrase their words by saying, "It sounds like you think your part of the workload is too heavy and that the rest of us need to do more."

5. Use conflict to generate new ideas whenever possible.

When group members start to disagree, look for opportunities to get creative or go in a different direction. Let conflict be a trigger for brainstorming sessions, with the goal of choosing the best ideas. Make a habit of saving unused ideas or information for use in the future.[20]

- Assume that there's no one way to do something, even if you feel like your ideas are the best.
- Keep notes about what comes out during your brainstorming sessions so you can refer back to those ideas later. This will help your team resolve conflicts more easily because people know that their ideas are being valued and may be used in the future.

6. Create a compromise so that everyone feels included.

You likely won't win when there's a conflict in your group, and that's okay. Whenever possible, teammates should give and take so that everyone gets to direct the group's efforts. Be open to a compromise that works best for everyone.[21]

- If you can't compromise due to constraints, offer the team members who aren't getting what they want something else they want. This way they'll still feel included on the decision.
- For instance, let's say 2 team members aren't happy with their job assignments, but it's too close to the deadline to switch roles. Your compromise might be phrased like this, "Although we can't change the roles for this project, Maria and James are going to take the design lead on the upcoming project."

Klein, D., wikiHow, November 25, 2019, retrieved from <https://www.wikihow.com/Work-With-a-Team>



PROVIDING EXCELLENT CUSTOMER SERVICE

Excellent customer service creates loyal customers for life who are willing to refer your business to friends, family, and colleagues. Providing this type of excellent customer service starts with a genuine desire to delight your customers, but you also have to think beyond selling your products or services. You need to consider the cumulative experience your customers have when they visit your store or website, what they think and feel, and what you can do to make it better.

Learn more about your customers to create a pattern of excellent service in KB.

Know Your Product or Service

To provide good customer service, you need to know what you're selling, inside and out. Make sure you and your team know how KB's products and services work. Be aware of the most common questions customers ask and know how to articulate the answers that will leave them satisfied.

Be Friendly

Customer service starts with a smile. When you are in a face-to-face situation, a warm greeting should be the first thing your customers see and hear when they ask for help. Even when handling customer service requests via telephone, a smile can come through in your voice, so make sure you're ready to be friendly.

Say Thank You

Gratitude is memorable, and it can remind our customers why they shopped at KB. Regardless of the

department in which you work, saying thank you after every transaction is one of the easiest ways to start a habit of good customer service.

Train Your Staff

It's important to make sure all of your staff, not just the CSRs, understand the way they should talk to, interact with, and otherwise assist customers. Provide employee training that gives your team the tools they need to carry good service through the entire customer experience.

Show Respect

Customer service often can involve emotions, so it's important to make sure you and others you have handling your customer service tasks are always courteous and respectful. Never let your own emotions overtake your desire to see your customer walk away happy.

Be Responsive

There may be nothing worse than non-responsiveness to a customer who is trying to get help, resolve an issue, or find out more about what you're selling. It's important to respond quickly to all inquiries, even if it is only to say you are looking into the issue and will be back in

SATISFACTION
TRUST
ASSISTANCE
LOYALTY
SUPPORT
COMMUNICATION
FEEDBACK
SERVICE

Listen

Listening is one of the simplest secrets of customer service. It means hearing what your customers are saying out loud, as well as what they are communicating non-verbally. Watch for signs that they are displeased, while listening to what they say to you directly.

touch. Some response is always better than none so the customer doesn't feel ignored.

Ask For Feedback

You may be surprised what you learn about your customers and their needs when you ask them what they think of your business, products, and services. You can use customer surveys, feedback forms, and

questionnaires, but you also can make it a common practice to ask customers first-hand for feedback when they are completing their orders.

Use Feedback You Receive

You need to do something with the feedback you receive from customers in order to make

of purchasing, ordering, working with you. If you do that successfully, you are on your way to becoming known for providing excellent customer service.

Adapted from 9 Tips for Providing Excellent Customer Service, www.thebalancesmb.com/

DID YOU KNOW?

Pandiculation:

This is what happens when you wake up in the morning and stretch. As you stretch, your muscles might go rigid for a short time, which can sometimes be uncomfortable. It also describes that wonderful, or terrible, combination of being extremely sleepy, stretching and yawning at the same time. Now, when this happens to you, you'll know what to call it!



Recipients of awards at KB's Teachers' Day Luncheon with KB Directors Mrs Sonia Fuller(L) and MD, Hon Steadman Fuller (R)

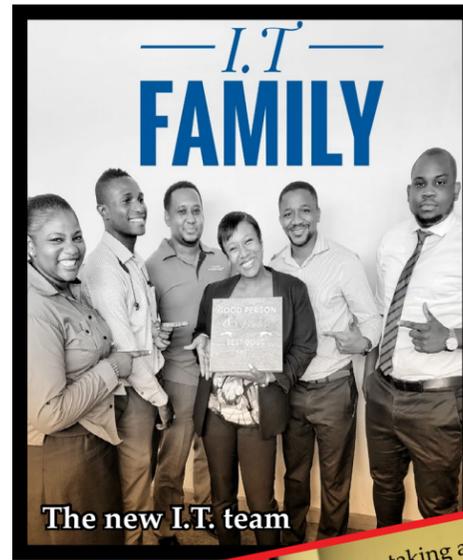


Chairperson Terri-Karelle Reid (L) with Courtney Greaves(R) who presented an item

PHOTO HIGHLIGHTS FROM KB TEACHERS' DAY LUNCHEON

The event was held at the Terra Nova All Suite Hotel on May 28, 2019

Mr Steadman Fuller Jnr presenting to guest speaker Mrs Diahann Gordon Harrison for her riveting presentation



The new I.T. team

PHOTO SNAPSHOTS



The Hon. Floyd Green reading a story to the children at KB's Reading Day



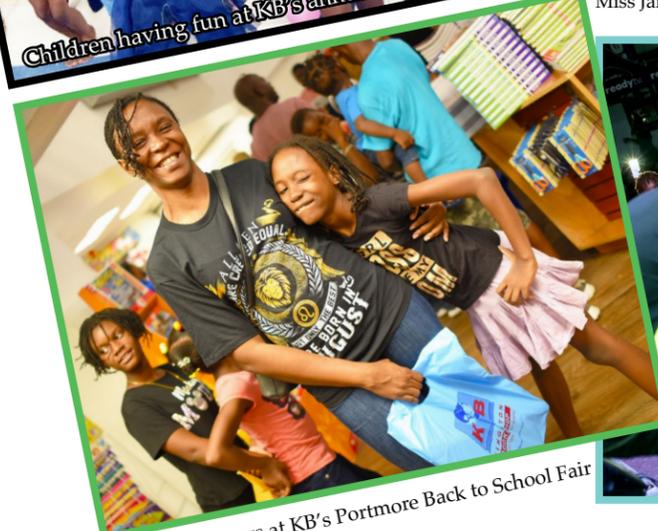
Santa taking a photo with the children



Lovely ladies at at KB's Reading Day. (L-R) Tara Goulbourne, Group Marketing & Brand Development Manager, JP Foods; Shauna Fuller Clarke, KB Director; Kadijah Robinson, Miss Jamaica World 2018 and Stephane Mais, Project Manager, FLOW



Children having fun at KB's annual Christmas Treat



Happy customers at KB's Portmore Back to School Fair



Kemar Highcon performing at KB's Portmore Back to School Fair



OMNICHANNEL RETAILING: WHAT IS IT AND WHY IS IT IMPORTANT?

From brick and mortar stores to mobile phones, online shops, text message marketing and more, **retailing isn't what it used to be.** The rise of the Internet, mobile technologies and digital disruption have changed the retail business as well as the implementation of the levers of retail mix and the behavior of shoppers.

In this omnichannel retail world, it is critical to give customers what they want, when they want it, and where they want. This is placing increasing pressure on retailers and consumer product companies to ensure that the promise they are making to the customer is satisfied.

A SHIFT FROM MULTICHANNEL TO OMNICHANNEL RETAILING

To get you more familiar with omnichannel and find a difference over multichannel, let's take a look at what omnichannel looks like in practice.

Say one of your customers visits your website looking for a new shirt but decides not to buy right away. Later while browsing Facebook they click your ad with a coupon code they can use on your website and end up making the purchase. During checkout, they choose to pick up the purchase at your brick-and-mortar location.

In this example, your customer interacts with your business through three different touchpoints and has a **seamless and consistent experience** at each one.

THE DIFFERENCE BETWEEN MULTI-CHANNEL AND OMNI-CHANNEL RETAIL?

According to digital marketing expert and consultant, Staci Schwartz:

The difference between multichannel and omnichannel really comes down to a company's approach to digital channels. Companies that focus on maximizing the performance of each channel—physical, phone,

web, mobile—have a multichannel strategy.

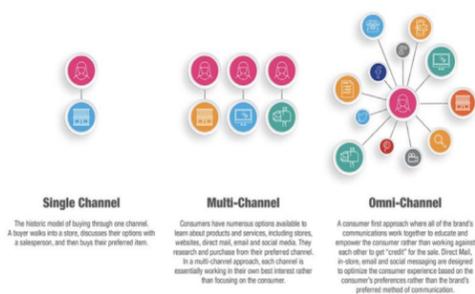
On the other hand:

An omnichannel approach puts the customer, not corporate silos, at the center of its strategy. It acknowledges that mobile and social have enabled customers to not only quickly switch between channels but actually use channels simultaneously. For example, checking out product reviews on their mobile phone while evaluating a product on a physical retail store shelf.

In other words, omnichannel acknowledges that **customers engage** with brands in multiple ways across **diverse platforms** and understands the underlying challenge when it comes to ensuring a consistent experience.

Even though there's opinion saying that omni-channel seems to be an extension of multi-channel, the two strategies are very distinct and separate retail models. Using **multi-channel**, retailers adopt as many channels as possible but **manage them separately.**

Meanwhile, Omni-channel provides retailers a wholly centralized data management towards synchronization of existing channels. Therefore, it brings shoppers a seamless shopping experience by blurring the boundaries among channels.



Picture 1. Omnichannel vs Multi-Channel Customer Experience

WHY OMNICHANNEL IS A MUST IN THE RETAIL INDUSTRY?

At the "Internet of Things" era, every retailer is expected to have an online web store. A recent Harvard Business Review survey of a massive 46,000 shoppers found that:

- **Only 7% shopped exclusively online.**
- **20% were store-only shoppers.**
- **While 73% moved across multiple channels.**

Simply selling products on multiple channels doesn't create an omnichannel experience. It can be confusing to know whether or not your business is actually omnichannel.

Do your sales channels and other marketing engagement points all work together? If you're not sure, here are five questions to ask:

- **Can your shoppers place an online order and select in-store pickup?**
- **Can shoppers click on a sale item in an email to add it to**

their mobile app shopping list?

- **Can your store clerk look up a customer's mobile app shopping list in-store for them?**
- **Can shoppers log in to your website and see past purchases, whether made in-store, online, or via your Facebook Shop?**

- **Does your loyalty program update points and rewards to your customer's mobile app?**

An omnichannel retailer can answer yes to each of these questions. All of their sales and marketing engagement points are interconnected which creates a seamless customer experience that is the heart of an omnichannel strategy.

In other words, **multichannel retail** actually creates roadblocks to sales because shoppers can't feel a seamless UX experience and important touchpoints aren't connected:

- **Shoppers can order online but there's no in-store pickup option. Boo! Now, they have to pay for shipping and wait for their order. Alternatively, they have to spend time searching your store shelves on their way home from work.**
- **Shoppers love your weekly sales emails, but they have to get out of the email, open their app shopping list and add items manually, flipping between screens.**
- **Dang! Your customer's phone battery died and they're in the store with a full shopping list saved in their app. However, your store clerk can't help because your store's point-of-sale and online systems aren't connected. So, your customer shops from memory and forgets three items. They're unhappy and you miss three sales.**

- **A shopper bought something in-store that they loved but can't remember what it was when ordering online. Since your online and in-store sales aren't connected, they can't see it in order history and you lose a sale.**

WILL OMNICHANNEL INCREASE RETAIL SALES?

According to Harvard Business Review, **Providing a seamless shopping experience in brick-and-mortar stores and through a variety of digital channels not only differentiates retailers from their peers but also gives them a competitive edge over online-only retailers by leveraging their store assets.**

Omnichannel shoppers also tend to have larger shopping baskets and exhibit **more loyalty.**

So to put the whole thing in a nutshell, consumers engage more with omnichannel retailers, spend more money with them, and are more loyal customers coming back more often to the physical store.

Retailers with traditional brick-and-mortar stores need to leverage the power provided by the online world by integrating physical and digital spheres into an omnichannel retail format that provides shoppers with a seamless and consistent omnichannel experience.

Doing so will differentiate you from your competitors and increase your store sales.

Omnichannel vs Harmonic retail (r) evolution and which will be more important to retailers, we will see.

5 Omnichannel Trends to Make Your Brand Competitive



For businesses eager to transition from multi-channel retailing to omnichannel, it's important to think outside the box and apply omnichannel retailing strategies in your upcoming campaigns.

Generally said, companies have to establish better integration between their physical and online operations, including inventory, product information, price matching, flexible delivery options (click-and-collect, ship from stores etc.) and omnichannel customer interactions.

Effective omnichannel retail requires creating seamless shopping experiences for your customers, whether in a brick-and-mortar store, shopping on a PC, buying through a smartphone app, or through other channels. Think of your selling channels as multiple roads that lead to the same destination – money in your pocket.

To go above and beyond, here are five omnichannel retailing trends you should consider integrating into your omnichannel strategy.

1. BETTER PERSONALIZATION

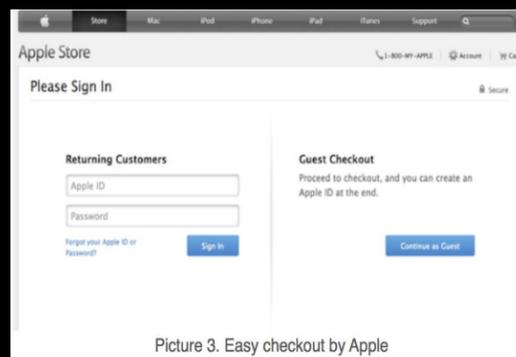
Shoppers, like everyone else, pursue relationships that make sense. They respond especially well to offers targeted to their interests. To overcome this, brands can leverage the data collected through multiple user touchpoints. Combining identity data with deep insights enables you to customize offers and experiences align with each customer's current search and needs. When all your channels are connected, every consumer touchpoint helps to reinforce your competitive advantage and strengthen your relationship with customers.



Picture 2. Omnichannel retailing personalisation

2. FAST AND EFFICIENT PAYMENT CHECKOUTS

Between blockchain solutions, contactless payment, and more, consumers expect easier methods for checkout whether it's online, in-store, or over the phone. Increasingly, shoppers will gravitate toward brands that no longer require them to enter their billing address, 16-digit credit card number, expiry date, and security code to complete their purchase — especially for repeat customers. Providing various payment options at checkouts, such as PayPal and Apple Pay, will give your customers the convenience of using their preferred method of payment and make shopping easier than ever before.



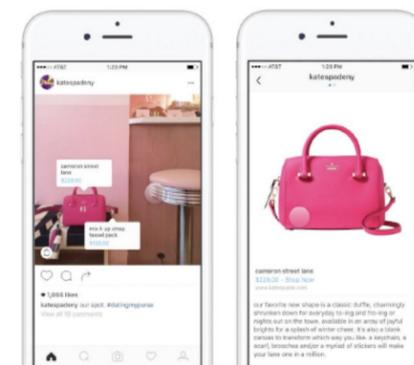
Picture 3. Easy checkout by Apple

3. OMNI-DEVICE RETAILING

For consumers, the ideal shopping experience lets them toggle between devices in a manner that allows them to resume their previous experience. So if it's more convenient to use multiple channels for a single purchase, that's the path shoppers will take. Rather than start from the beginning, users should be able to pick up where they left off. In addition to making sure shoppers' information transfers across devices, it's also important to make sure your content displays well on all device types. Brands that enable that level of service will positively impact the customer experience.

4. SOCIAL INTEGRATION

Visually-oriented audiences increasingly purchase products directly from their preferred social media platforms. This creates an opportunity for omnichannel retailers to figure out new ways to integrate social content into their websites or to add their product listings into social media posts, and more.



Picture 4. Kate Spade shoppable Instagram feed

5. CUSTOMER SERVICE 24/7

Even though keeping the doors of a physical location open 24/7 is not possible for many businesses, it is feasible to offer 24/7 online shopping, ordering, and customer service. When aligning your retail strategy with omnichannel retail trends in 2019, consider enhancing customer service with 24/7 accessibility. Shopping across many different platforms and devices has its perks, but it also can bring more questions from your customers. Ensure that you have an outstanding in-person, email, and online customer service program for your shoppers.

Is Omnichannel Retail (R)Evolution Over?

Newer forces will influence how shoppers select channels, choose products and services and make purchases. The worlds of online and offline are converging. Knowing what is different and what is similar in these two worlds, as well as how new technologies are going to impact both, is key for the future of retailing. Innovations are likely to help customers make good decisions, feel less time pressure, or even increase their confidence and satisfaction with their decisions.

Retailers, in turn, need to embrace these new and emerging technologies to make their customers even more engaged, while also making their

lives simpler. Finding ways to do so remains an important area of inquiry, worthy of continued exploration.

DeAnn Campbell, director of retail strategy and development at Harbor Retail, proposes a different way to think beyond omnichannel recognizing that it limits retailers operating in the dynamically shifting world of retail.

"Omnichannel is no longer descriptive of what is happening in retail today. Omnichannel implies a sameness between channels and that is not really the case," she says. "It is more productive to encourage things to be different yet harmonized with the brand story so that the customer will play each note in the retail experience. That is what we call Harmonic Retail."

Harmonic Retail describes the next evolutionary step in retail. It is "a shift beyond converged commerce where online and offline experiences don't just integrate, but they interact, enrich and react to one another to create a living, harmonized brand expression throughout the customer journey," according to Campbell.

Omnichannel vs Harmonic retail (r)evolution and which will be more important to retailers, we will see.

Post a comment on Orange HR using one of the Did You Know words in a sentence by January 17, 2020 and get a chance to win something niiccceeee.



DOUBLE 6 POSE

At the end of the first night of the Domino Tournament, Claudia and Judith aka

Run D World emerged the victors having played in a historic match featuring all female teams which saw Run D World advancing to the semi-finals.

On the night of the semi-finals Run D World arrived showing great mental fortitude and ready to take on any of the seasoned players who would become their opponents. As the events of the night unfolded in the Leslie Ridout Hall, what has been referred to as Domino history, nail biting finish and a host of other adjectives which shall not be mentioned, Run D World would pin down their opponents for hours as they fought valiantly to the bitter end.

The mood of Wire Dem remained sombre throughout the match as the Domino stalwarts played hard for fear of what losing to a female team would do to their reputation, as they

harboured hopes of getting a chance to move on to win the coveted prize money. Beads of perspiration formed on their foreheads and upper lip and furtive glances were exchanged as the Warehouse men seemed to shake in their boots. Run D World was shouted time and again, win after win. The Cheerleaders who had come out to support them danced gleefully. Onlookers converged, shouting words of encouragement not wanting to see their hopes and dreams shattered.

In what seemed to be an endless night Run D World grew weary and faltered, creating opportunities that were gladly seized by their opponents who were able to claim a well fought win. Respect Wire Dem.

Until we meet again.

WHO IS A CUSTOMER?

"A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption of our work. He is the purpose of it. He is not an outsider of our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us the opportunity to do so."

- Mahatma Gandhi



Flibbertigibet:

This refers to someone who is silly and who talks incessantly. The first known usage of this word is the 15th century and used to be spelled flepergebet. This word also refers to a person who is flighty.

CHRISTMAS FEATURE



Boulevard staff posing for a photo at the Jewel Dunn's River Resort

The Boulevard won Store of the Year 2018 - 2019.

The Boulevard team won all inclusive day passes to Jewel Dunn's River.

They made the most of the Heroes Day Weekend by taking the trip and enjoying beach, pool, drinks and lots of food. Some even got massages and pedicures!

Great job Boulevard store!!

We have to make special mention of 4 other stores that did extremely well for the last six months of the year 2018-2019.

Big up to Liguanea, Spanish Town Pavilion and Portmore.

Special congratulations to 74 Warehouse that achieved a 99% accuracy in inventory. Well done!!



Team members having fun in the pool



Smile for the camera! Team striking a pose



Boulevard ladies having a well deserved drink at the pool bar

Riddle Me Dis



1. A man was telling me on a particular occasion, "The day before yesterday I was 35 years old and next year I will turn 38." How can this be?

2. It occurs once in a minute, twice in a week, and once in a year. What is it?

3. An electric train runs 60 mph heading south toward a wind blowing 30 mph. What is the direction of the smoke from the train?

4. How many times can you subtract 6 from 30?

5. All my ties are red except two. All my ties are blue except two. All my ties are brown except two. How many ties do I have?

6. John wonders, "If Raymond's son is my son's father, how am I related to Raymond?"

First person to text eight one eight seventeen sixty eight with all 6 answers correct by January 17, 2020 will win a gift!

The logo features the letters 'K' and 'B' in red, separated by a blue globe icon.

KB Newsletter



The Editorial team would like to say special **thanks** to all who contributed photos and articles to this edition of KB Newsletter