



# Sharing on Customer Experience

2019 零售高峰會 17 May 19

徐緣

《型銷》、《購想》、《品》、《甜銷》、《銷災》作者  
Founder, Toast Communications Limited



TOPick 新聞  
10 hrs · 🌐

【#網絡熱話】「搏大霧」仲要聲大夾惡！

【港母子買雪糕稱趕上堂求讓先付款 港男不滿態度差一句KO港媽】

<http://bit.ly/2HjL78u>

【自私港女投訴診所暈倒婆婆打尖看症 仗義男替婆婆出頭一句KO獲網民激讚】 <http://bit.ly/2E89Pqu>

#火鍋 #搏大霧 #霸氣經理



**無撈籌擅自入座賴死不走  
霸氣經理一句KO無賴食客**

TOPICK.HKET.COM

無撈籌「搏大霧」入座賴死不走 火鍋店霸氣經理一句KO無賴食客

👍👍👍 1.1K

89 Comments 103 Shares



西客之道 Hospitality Secret

@Hospitality

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4.9 4.9 out of 5 - Based on the opinion of 106 people

投稿方法  
歡迎投稿: <https://goo.gl/FpC1gK>  
我哋只有以上一個途徑投稿，所以請勿發新帖或inbox我哋當投稿，我哋會刪除的。  
由於Facebook主要係處理投稿，如果係讀者inbox我哋報料網...

Posts  
西客之道 Hospitality Secret added a new photo to the album 服務.  
August 25, 2018 · 🌐  
歡迎投稿: <https://goo.gl/FpC1gK>  
我哋只有以上一個途徑投稿，所以請勿發新帖我哋Facebook或inbox我哋當投稿，我哋會刪除的。  
呢個Page係用灰諧、輕鬆、搞笑方式俾各行業(服務、零售、飲食、酒店等等)發洩受到嘅怨氣！歡迎投稿分享你哋經歷過嘅西客之道！我哋亦會

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70,600 people like this

# NEWS

## Tiger bread renamed giraffe bread by Sainsbury's

31 January 2012



Sainsbury's is renaming its tiger bread after a letter a three-year-old girl wrote to the company, saying the bread looked more like a giraffe, went viral.

In May 2011, Lily Robinson wrote to the supermarket, suggesting that the bread should be called giraffe bread.

She received a letter back saying that renaming it was "a brilliant idea".



The newly-branded giraffe bread went on sale on Tuesday

### Top Stories

#### 'Trade war a reality' French minister says

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41 minutes ago

#### US tour boat survivor on 'life-changing' ordeal

6 hours ago



31<sup>st</sup> May 2011

Sainsbury's Supermarkets Ltd  
33 Holborn  
London  
EC1N 2HT

Dear  
Sainssssssssssssssssssbbbbbrrrrrrrrrryys,

Why is tiger bread c\alled tiger bread?  
It should be c\alled giraffe bread.

Love from Lily Robinson age 3 1/2

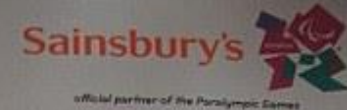
Handwritten signature: Lily Robinson

Our reference: 1-251167934

14 June 2011

Mr. King  
33 Holborn Road

Lily



Sainsbury's Supermarkets Ltd  
33 Holborn  
London  
EC1N 2HT  
Telephone 0800 636262  
Fax 0800 028706  
www.sainsburys.co.uk

Thanks so much for your letter. I think renaming tiger bread giraffe bread is a brilliant idea – it looks much more like the blotches on a giraffe than the stripes on a tiger. doesn't it?

It is called tiger bread because the first baker who made it a looong time ago thought it looked stripey like a tiger. Maybe they were a bit silly.

I really liked reading your letter so I thought I would send you a little present. I've put a £3 gift card in with this letter, if you ask your mum or dad to take you to Sainsbury's you could use it to buy some of your own tiger bread (and maybe if mum and dad say its OK you can get some sweeties too!). Please tell an adult to wait 48 hours before using this card.

I'm glad you wrote in to us and hope you like spending your gift card. See you in store soon.

Yours sincerely

Chris King (age 27 & 1/3)  
Customer Manager

Enclosed: £3 gift card





## info

Thanks to a clever suggestion from one of our customers we've changed the name of our tiger bread to giraffe bread. Don't worry, the recipe hasn't changed and the bread still tastes as great as ever.

© 2011 BUNNEN BREAD COMPANY



# THE RITZ-CARLTON





# Bad reviews are **good for business**



Harnessing the power  
of negative reviews



## Nurturing customer trust

The success of ratings and reviews is all down to trust. Consumers value reviews because they trust the unedited opinions of their peers far more than official information sources like advertising or sales assistants.

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People are naturally sceptical of sites where every review gives full marks. We all know that no product or service pleases everyone all of the time. When all your reviews look like they've been hand-crafted by the marketing team, consumers distrust them. And when you lose consumer trust, you lose sales.

**A few bad reviews give consumers a reason to believe all your good reviews.**

**68%** trust reviews more when they see both good and bad scores\*

**95%** suspect censorship or faked reviews when they don't see bad scores\*

\*Reevoo Insight research, 2013

ABOUT NEWS WORK GIFT CARDS

PIZZERIA  
DELFINA

SAN FRANCISCO

MISSION PACIFIC HEIGHTS DOWNTOWN

BURLINGAME

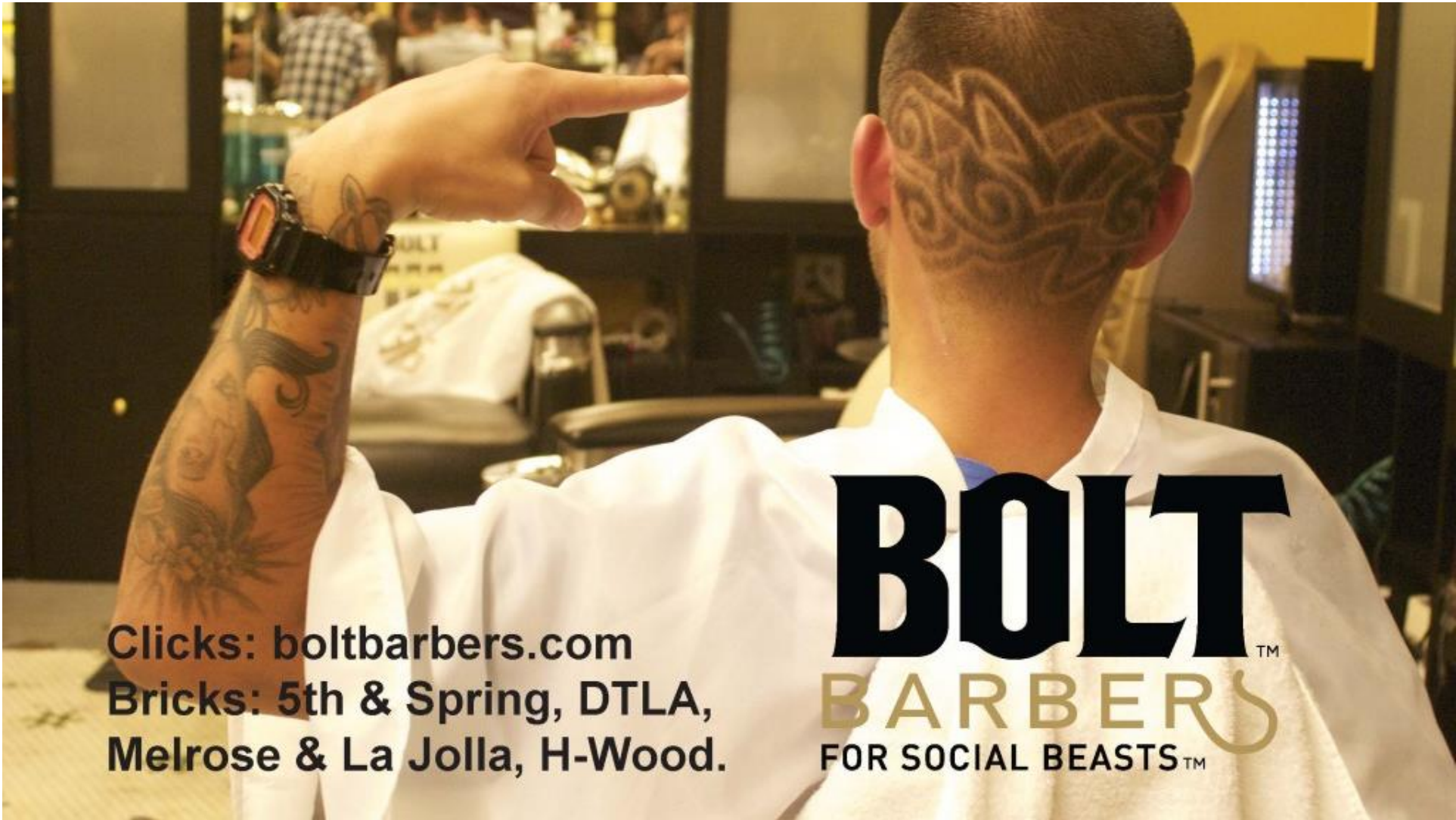
PALO ALTO

CATERING

DELIVERY VIA CAVIAR PICK-UP LARGE PARTY TO







Clicks: [boltbarbers.com](http://boltbarbers.com)  
Bricks: 5th & Spring, DTLA,  
Melrose & La Jolla, H-Wood.

**BOLT**<sup>TM</sup>  
BARBERS  
FOR SOCIAL BEASTS<sup>TM</sup>





**"They use an air brush to blow away stray hairs at the end of a cut.....but my barber used the air brush...literally blowing stray hairs off her feet."**

*Thomas H., Los Angeles*



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FOR SOCIAL BEASTS™



**"Tired of the lame attitudes. If I wanted attitude, I would go to Beverly Hills and have a proper queen throw me shade that had some talent and not some TROGLodyTE with a buzzer."**

*Sue U., Los Angeles*



**BOLT**  
BARBERS™  
FOR SOCIAL BEASTS™



**"I love this place, though it's not for everybody. When they are not busy, many of the employee's take naps, watch ESPN, etc."**

*Paul S., Los Angeles*



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**"They took me off the chair for some guy that had an appointment."**

*Khristian G., Northridge*



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**"After getting my hair butchered by a hair trimmer to the point of looking like a marine recruit coming out of basic training, I will never return and suggest others venture elsewhere."**

*Will R., Annapolis, MD*



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**"Still a cool place for a cut but I cannot recommend the shave...women cannot do straight razor shaves, period - they don't get it."**

*Paul H., Los Angeles*



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THE END