# RIVER ISLAND

# NEBEL CROWHURST

## HEAD OF PEOPLE EXPERIENCE

@BrightonBelle39

# RIVER ISLAND

# 30 YEAR TRANSFORMATION

feel
good

# PERCEPTION

"HOW WELL WE DELIVER OUR EXPERIENCES REALLY BOILS DOWN TO HOW OUR CUSTOMERS PERCEIVE THEM."
TIM MACIVOR - HEAD OF CX

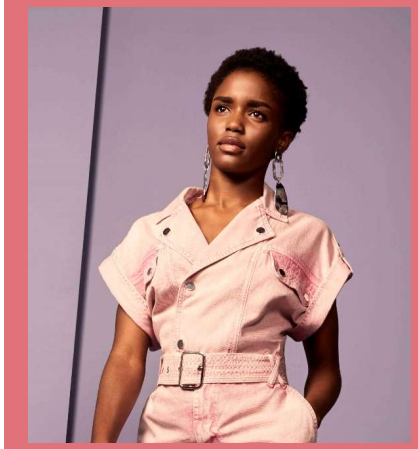
RIVER ISLAND

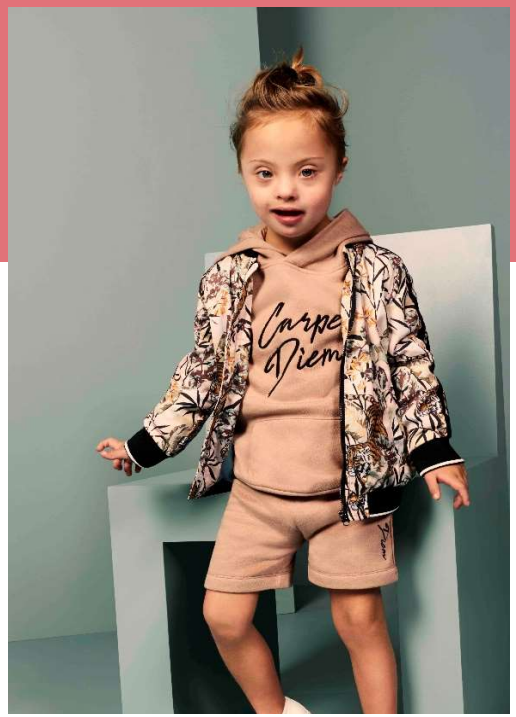
# THE VITAL LINK BETWEEN CX AND PX …

People Experience @ River Island
REIMAGINING THE WORKPLACE
RIVER ISLAND

# PX GUIDING PRINCIPLES

1. EVIDENCE BASED PRACTICE & DATA SCIENTIFIC APPROACH
2. COMMERCIAL DECISION MAKING
3. AGILE METHODOLOGIES
4. SMART TECHNOLOGY






RIVER ISLAND

# THE FACTS

DELOITTE – 1.8M HOURS PER YEAR

CEB – 95% MANAGERS DISSATISFIED &

90% HR PROFESSIONALS QUESTIONING ACCURACY

# PERFORMANCE MANAGEMENT

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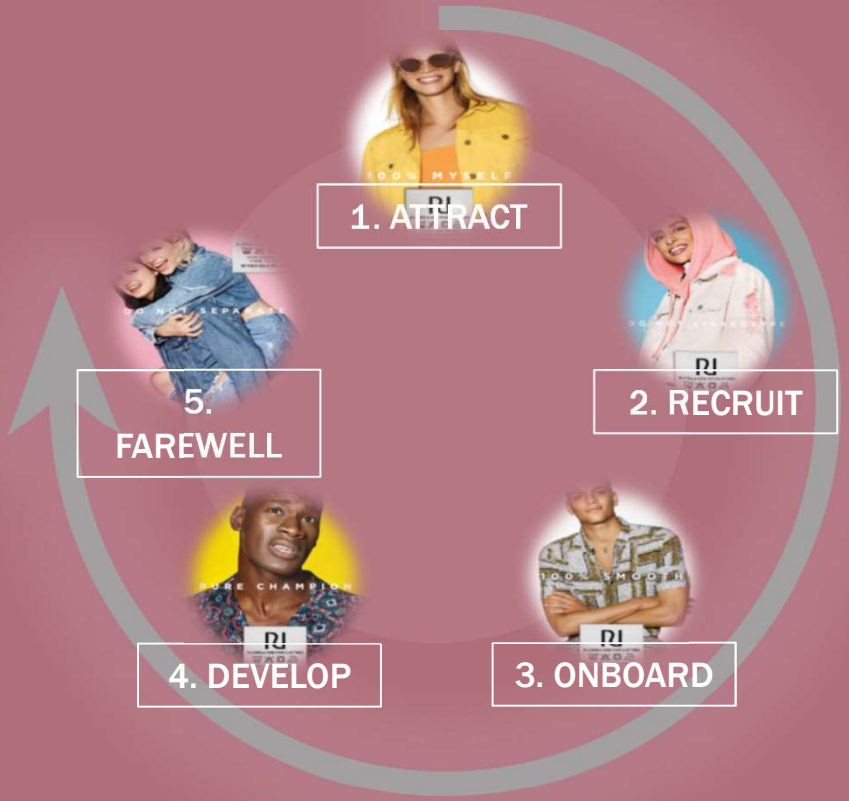
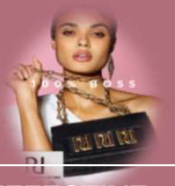
# PEOPLE EXPERIENCE MAP

WORKPLACE CULTURE AND ENGEGEMENT
EMPLOYEE VALUE PROPOSITION



FIRST CLASS ORGANISATIONAL DESIGN



EFFECTIVE INTERNAL COMMUNICATIONS

RECOGNITION REWARD PAY & BENEFITS

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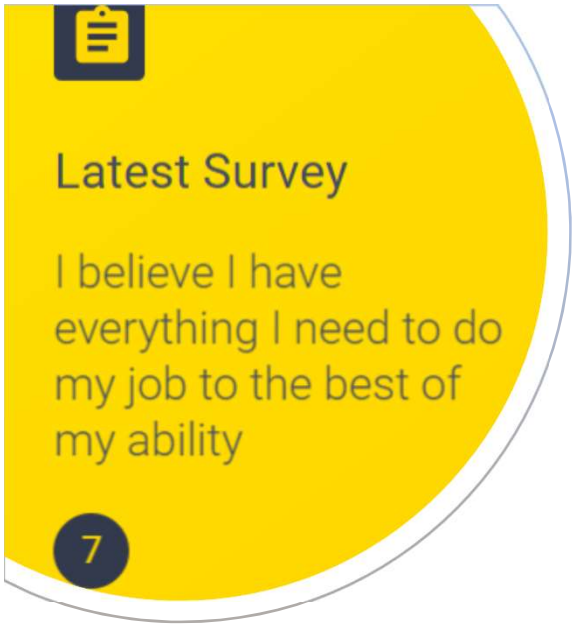
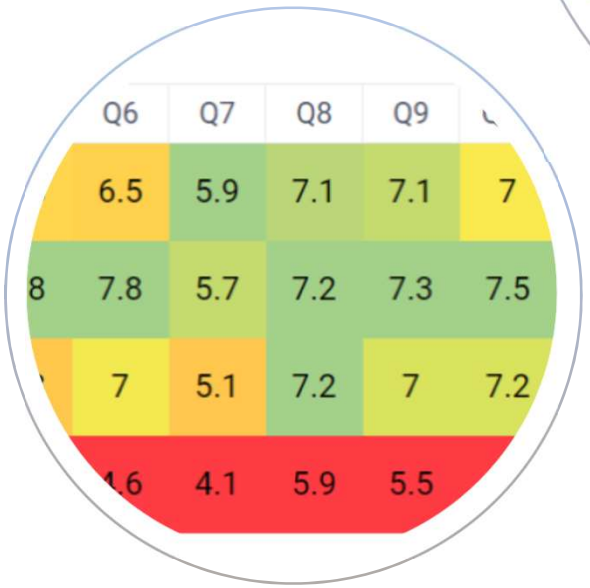
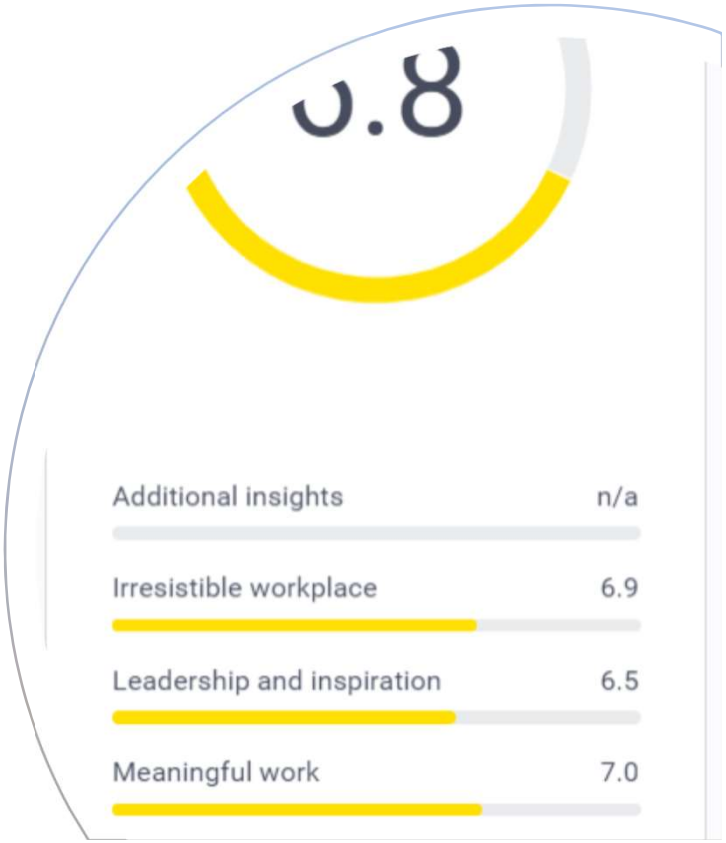


# EVIDENCE BASED PRACTICE

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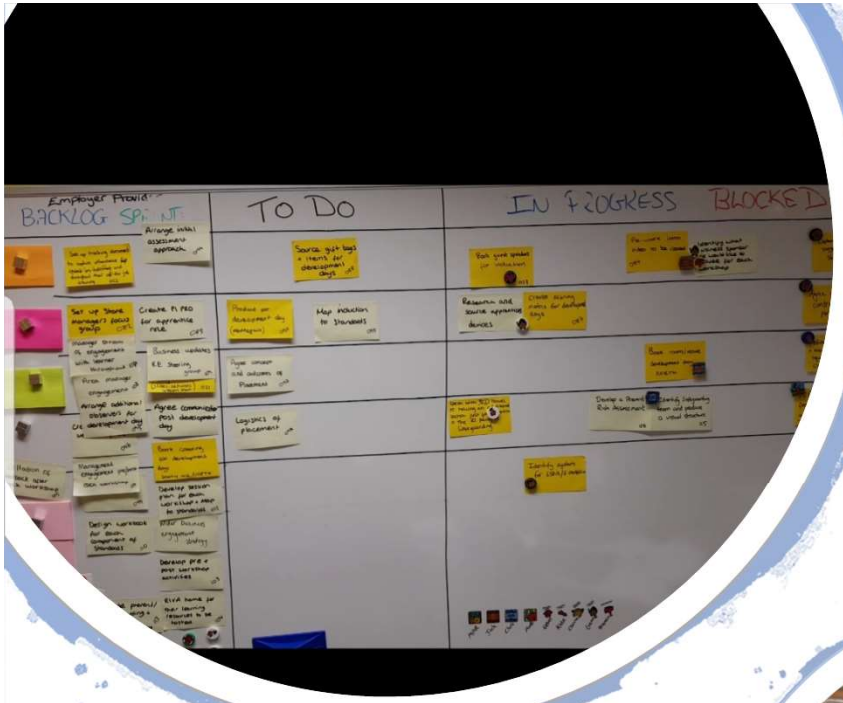
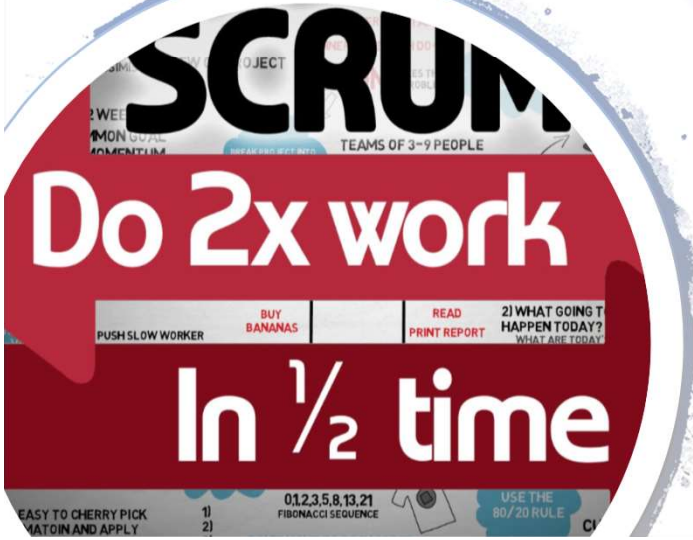



# AGILE WAYS OF WORKING

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SPREADING
THE JOY
OF Fashion
INSPIRE &
ENGAGE
RIVER ISLAND

HRD AWARDS
FINALIST 2018

UK EMPLOYEE EXPERIENCE AWARDS '18

2018 RetailWeek Awards
Finalist

THE SUNDAY TIMES
25
BEST BIG COMPANIES
TO WORK FOR
2018

THE SUNDAY TIMES
25
BEST BIG COMPANIES
TO WORK FOR
2019

ONE TO WATCH
BEST COMPANY
2019

PRINCESS ROYAL
TRAINING AWARD
2018

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TIPS FOR SUCCESS
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QUESTIONS?
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