

Author: Creating Extraordinary Experiences Will Bring Customers Inside Retail Shops

kjzz.org/content/552208/author-creating-extraordinary-experiences-will-bring-customers-inside-retail-shops

10/16/2017

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Published: Monday, October 16, 2017 - 4:42pm

Updated: Monday, October 16, 2017 - 4:51pm

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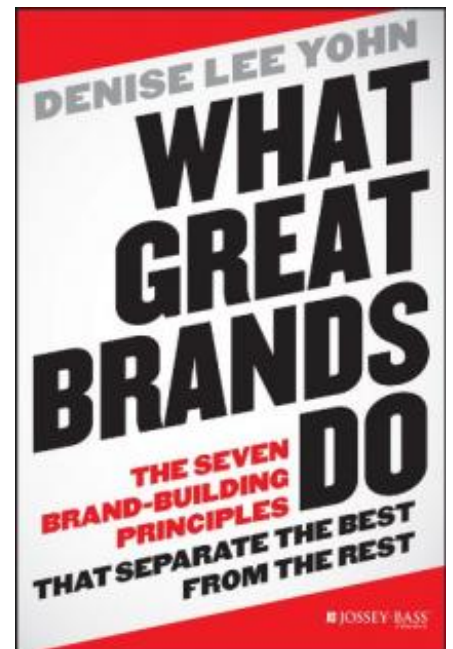
"What Great Brands Do" by Denise Lee Yohn


As online retailers like Amazon continue to show their retail might and shopping malls around the country are shutting their doors, it might seem like the days of brick-and-mortar stores are numbered.

But according to Denise Lee Yohn, author of the book "What Great Brands Do," there are still things that physical retail stores can do — and are doing — to bring in customers. And it's all about the experience.

Yohn says the best retailers right now have come up with ways to create extraordinary customer experiences.

They understand that it's not enough to have good products and to sell them at competitive prices, but they have to really create a multisensory customer experience when you walk into their store, or log into their website, or see them on Instagram or Twitter or Facebook, for that matter.



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