



Org Profile



Leadership



**Customers**



Strategy



People



Processes



Knowledge



Results

# Customers



# What do I need to know about Kino's customers?

- How Kino Biotech determines the requirements, needs and expectations of its customers?
- How Kino Biotech builds relationships with customers?
- How Kino Biotech determines key factors that lead to customer satisfaction and retention and to business expansion and sustainability?



# Who are our customers?



**Closet Explorer**



**Balance Seeker**



**Beauty Junkie**



**Quick Fixer**

**Confidence Level**

**Low**  
Insecure & fearful of stigma

**Medium to High**  
Informed but sceptical & cautious

**High**  
Knowledgeable & experimental

**Low to Medium**  
Disinterested in category

**Ultimate goal**

Address specific problems safely, discreetly, effectively

Long term balance & well-being, Safely, Naturally

Continual improvement, always achieve influencer status among peers

Compensating for lifestyle, regain balance after abusing body

**Excited by**

Tried and tested results

Proven safe, natural, long-term solutions

Newness & hype

Short term results, seamless integration into lifestyle

**Frustrated by**

Lack of guidance, how to track progress, ask questions specific to them

Confusing, fragmented treatments, unwanted side effects

Lack of talking points, what gives this product an edge over others

Waiting for results, inconvenient complicated solutions

**Shopping & consumption**

Active ongoing research via independent objective sources (trusted publications & peers)

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Grab and go consumables to be taken on the go or in the office

# For Finance & Ops, we serve end consumers indirectly

Bankers

Management

End Consumers

Distributors

S&M Dept

Creditors & Debtors



Swift and Reliable



**TA-Q-BIN**

DOOR-TO-DOOR PARCEL DELIVERY SERVICE



**aramex**  
delivery unlimited



# To deliver a unique Kinohimitsu customer experience



## Engage

- We let customers try and sample our products
- New points of sale, new markets, celebrity endorsement and



## Communicate

- Brand touch points let consumers know more about us
- Building content for content marketing



## Convert

- With relevant & innovative products
- With attractive product
- Innovative and experiential retail concept

# Personalising experiences with Kinohimitsu's Beauty Bar

"We set out to help people feel happier, healthier and more confident in their bodies and in their daily lives every day."

**Kinohimitsu's Beauty Bar** is one of the iconic elements of the brand's concept store. It was launched in 2014 to give customers a brand experience like no others.

The dynamic design of the bar provides customers with the ideal platform to taste and savour our beauty functional drinks. Though engagements with our nutritionists and beauty advisors in-store, we hope to bring a renewed sense of motivation and commitment towards his or her own wellness.



# Personalising experiences with Kinohimitsu's Mocktail Drink

The bar features our very own mocktail concoction – an amazing blend of natural tasty and nutritional flavours to cater to different taste buds! Presented with style and elegance where beauty and energy gets served in a glass, it goes hand-in-hand with Kinohimitsu's belief that health is beauty!



Our mocktail drinks are specially concocted using a range of beauty functioning drinks like our Diamond Collagen, Collagen Men, Diamond Nite & Beauty Collagen.



It is mixed with our very own Kinohimitsu Victory Energy drink which comes in 2 distinct flavors - Lemon and Berry Champagne. A non-caffeine and zero fat energy drink that helps to boost energy, enhance endurance and promote happy mood.



Let's raise our glasses and cheers to a healthy and happy life!

# Our Customer Feedback Channels

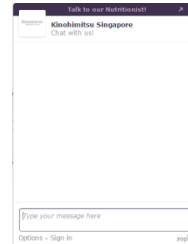


Beauty Bars

“Ask Tiffany”  
Customer  
Service  
Helpline



Live Chat



Social Media



Physical Touchpoints

Digital Touchpoints



Modern  
Trade

Events & Roadshows



E-commerce &  
E-marketplaces

ensogo

LAZADA  
eCOMMERCE

Shopping  
Qoo10

GROUPON

KJT.COM  
redmart™  
amazon





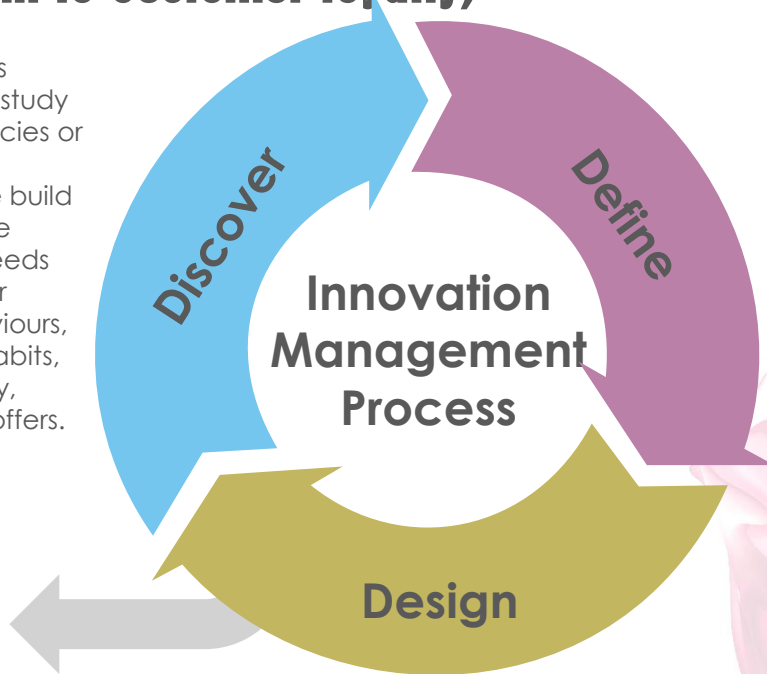
# Our Customer Feedback Channels

Channels	Functions
Beauty Bar Retail Stores & Beauty Advisors	<ul style="list-style-type: none"><li>• Sales</li><li>• Sampling</li><li>• Membership</li></ul>
Modern Trade Retail Stores	<ul style="list-style-type: none"><li>• Sales</li></ul>
E-shop (sg.kinohimitsu.com/)	<ul style="list-style-type: none"><li>• Sales</li><li>• Delivery services</li><li>• Brand &amp; product advocacy</li><li>• Membership</li></ul>
"Ask Tiffany" (Nutritionist) Helpline	<ul style="list-style-type: none"><li>• Product / general enquires</li></ul>
E-marketplace Review Forums	<ul style="list-style-type: none"><li>• Sales</li><li>• Product / general enquires</li></ul>
Social Media Platforms	<ul style="list-style-type: none"><li>• Brand &amp; product advocacy</li><li>• Membership</li><li>• Product / general enquires</li></ul>
Events & Atrium Sales	<ul style="list-style-type: none"><li>• Sales</li><li>• Sampling</li><li>• Product / general enquires</li></ul>

# Everything we do, it starts with discovering the needs of our customers. (e.g. new products, services, experience, improvement to customer loyalty)

Utilising the knowledge gathered by the various customer touch points, study trips, government agencies or external subject matter experts/consultants, we build an understanding of the wellness and beauty needs from different consumer profiles and their behaviours, purchase and usage habits, market trends, category, dynamics, competitor offers.




- New SOPs
- Pilot project
- Special project team established to look into feasibility of project





Review of process and define objective of improvement / innovation required. Then crystallise the overall business objective and strategy as well as define the future experience for customers.

Realising the strategy through design – be it as a brand strategy, product development, packaging design, marketing collaterals etc.

# Innovation through our New Products

	JointPro	Maca Men	Smooth'D
<b>Discover</b>	<ul style="list-style-type: none"> <li>Customers with joint issues are popping over 9 tablets (of glucosamine) in a day</li> <li>Inconvenient and difficult to consume</li> </ul>	<ul style="list-style-type: none"> <li>Where fitness &amp; wellness is concern, there is a high demand for sports &amp; energy drinks</li> <li>Men are looking for energy, performance, muscle strength and health</li> </ul>	<ul style="list-style-type: none"> <li>High cost of healthy food</li> <li>Lack of time due to busy schedules</li> <li>Isolation due to the important role of food in Asian socialisation</li> <li>Climate conditions</li> </ul>
<b>Define</b>	An all-in-one solution to your joint problems	A power shot for men	Cleansing on the go
<b>Design</b>			<p><b>Your Right Choice</b> Healthy. Natural . Effective Safe . Convenient. Delicious</p> 

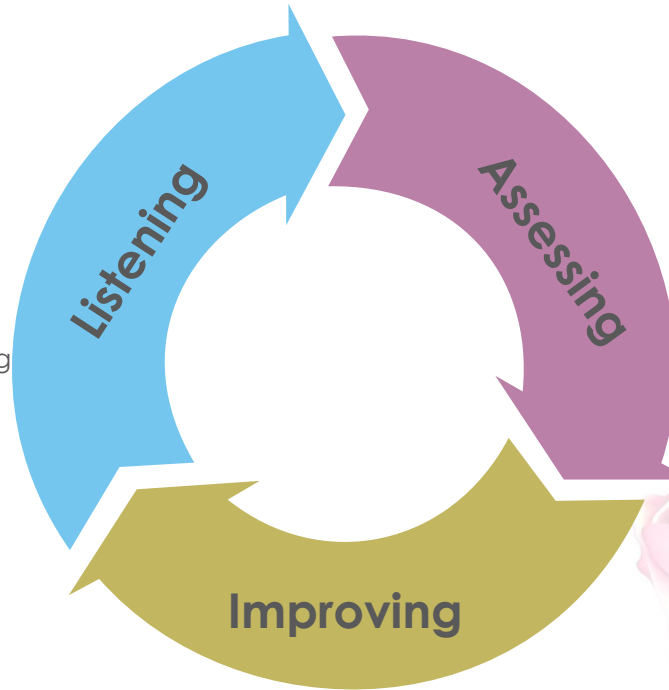
# Improvement to our Service Offerings

	EyeBright	Kinohimitsu Beauty Bar
<b>Discover</b>	<ul style="list-style-type: none"> <li>• Children spend a lot of time watching different screens</li> <li>• The usual plastic packaging may be rough on the edges when torn open</li> </ul>	<ul style="list-style-type: none"> <li>• Customers want to know how products taste before buying them.</li> <li>• Typical modern trade retail area offers little room for customers to trial our products and give feedback.</li> </ul>
<b>Define</b>	Change the product packaging to paper instead	Sampling bar retail concept
<b>Design</b>	 <p>Eye Care is Better than Eye Cure</p> <p>Kinohimitsu EyeBright 30's</p>	

# And this is how we manage feedback

Feedback is gathered from various feedback channels and reported back to HQ.

- Monthly sales promoter meeting
- Weekly Sales & Marketing meeting
- Whatapp chat group



Management / process owners assess the feedback and establishes IC or workgroup to look into improvement

Management convenes for regular discussion meetings to discuss and review existing processes:

- Monthly EXCO meetings
- Quaterly cross-department meetings

Improvements to service delivery, product offering, pricing strategy or promotions are communicated to affected staff through:

- Monthly sales promoters meeting & weekly S&M meetings with CEO
- E-learn portal & SOPs
- New Staff training

# We maintain Service Standards

## Outlet Operations

- Roles & responsibility of retail staff
- Staff code of conduct
- Uniform guidelines
- Beauty Bar hygiene
- Workplace safety

## Customer Service Policies

- Staff to adhere with pricing policies and discounts stipulated by HQ
- Reservation of goods is permitted up to 3 working days
- Exchange policy within 7 days of purchase
- Exchange of goods with defects will be done for customers within 2 working days
- Customer feedback form
- Calls to HQ are to be picked within 3 rings
- Service recover process to ensure that HQ resolves issues within 7 working days.
- Customer service policies are viewable from E-learn portal

## E-Commerce, Forums & “Ask-Tiffany” Customer Service Helpline

- Product FAQs are collated for every product (new & current ones)
- Weekly service report by Tiffany (nutritionists)

## Product Training

- Compulsory for all new staff
- Periodic refresher for existing staff



# Sample Weekly Service Report

## Phone Calls

### August

<b>Total Number</b>	5
Product info	2
Wheretobuy	1
Safety	1
Price	1

### September

<b>Total Number</b>	12
Product Info	4
Safety	4
Direction of use	3
Delivery	1

## Email - Local

### August

<b>Total Number</b>	7
Safety	2
Wheretobuy	2
Product authenticity	1
Product info	1

### September

<b>Total Number</b>	2
Voucher use	1
Price	1

## Email - Overseas

### August

<b>Total Number</b>	4
Philippines	1
Italy	1
Korea	1
Taiwan/USA	1

### September

<b>Total Number</b>	10
USA	2
Nigeria	1
Kuwait	1
Vietnam	1
UAE	1
Australia	1
UK	1
Philippines	1
Saudi Arabia	1

## Review (sg.Kinohimitsu.com)

### August

<b>Total Number</b>	8
Good result	3
Good promotion	2
Different taste (16s vs 56s)	1
Good delivery	1
Cause breakout	1

### September

<b>Total Number</b>	11
Good delivery	5
Bad delivery	2
Good result	1
Order issue	1
Good taste	1
User-friendly website	1

## Email – via Contact Us (sg.Kinohimitsu.com)

### August

<b>Total Number</b>	41
On line order/ Delivery	9
Product info	8
Overseas purchase	4
Safety	4
Direction of use	3
Pack size and price	3
Distributorship	2

Halal	2
Marketing agency	2
Product authenticity	1
Wheretobuy	1
Product availability	1
Mailing list	1

## Q&A (sg.Kinohimitsu.com)

### August

<b>Total Number</b>	30
Direction of use	14
Safety	7
Product info	4
Halal	2
Voucher use	1
Product authenticity	1
Effectiveness	1

### September

<b>Total Number</b>	37
Safety	16
Direction of use	9
Product info	6
Halal	3
Effectiveness	2
Stock availability	1
Promotion	1

# We empower our staff as Service Ambassadors

## Encouraging Trial

- Beauty advisors & promoters at OG counters are empowered to make decisions on stock ordering and sampling
- Sales & marketing staff are allowed to send samples to customers

## Offering Convenience

- Delivery services can be arranged for customer purchasing above \$200 worth in goods from OG

## Better Customer Interactivity

- Customer interaction platforms – Ask-Tiffany Live Chat

## Improving Customer Service Levels






- E-learn portal encourages beauty advisors & promoters to share solutions and regimes to customers



# Customer Satisfaction Survey



How Satisfied are you with our services?

				
Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied

# Customer Satisfaction

**We monitor our customer service levels through:**

- Customer Satisfaction Survey
- Ask Tiffany call helpline case management
- Maintaining high promoter product knowledge
  
- Random Mystery Audits
- Measuring customer compliments to complains
- Ensure high call pick up rate
- Awards & Recognition



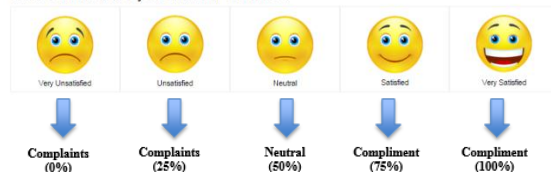
# Measuring Customer Satisfaction

Performance Indicator	How feedback / scores are collated; Service Standard
<b>Customer Satisfaction Level (annual)</b>	<ul style="list-style-type: none"><li>• Annual online satisfaction survey of our existing customers</li><li>• &gt;60%</li></ul>
<b>Mystery Audit Results (annual)</b>	<ul style="list-style-type: none"><li>• Random annual survey of customers at various retail platforms (e.g. retail outlet, atrium sales)</li></ul>
<b>Replies on Ask-Tiffany, Review Forums and Emails (ongoing)</b>	<ul style="list-style-type: none"><li>• Weekly reporting and monitoring of the nature of questions posted by customers</li><li>• Covering of duties</li></ul>
<b>Ratio of Customer Compliments to Complaints (annual)</b>	<ul style="list-style-type: none"><li>• Monitoring of customer feedback over a week at random, in a year.</li></ul>
<b>Call Pick Up Rate (annual)</b>	<ul style="list-style-type: none"><li>• Monitoring of the response time over a week at random, in a year.</li><li>• &gt;80%</li></ul>
<b>Promoter Competency (ongoing)</b>	<ul style="list-style-type: none"><li>• Sales target for each OG store</li><li>• Product knowledge quiz score (new)</li><li>• &gt;90%</li></ul>
<b>Awards and Recognition</b>	<ul style="list-style-type: none"><li>• From trade buyers and other media partners</li></ul>

*Feedback and improvements are communicated to staff at weekly S&M meeting, monthly sales promoter meetings and through our E-learn portal.*

# Customer Satisfaction Survey

How Satisfied are you with our services?



## Customer Centric Initiative (CCI)

- As part of delighting our customers and providing better customer service, a mystery audit was conducted in 2014 as part of SPRING's Customer Centric Initiative (CCI) programme.
- A total of 60 customer satisfaction surveys were completed to assess the effectiveness of our retail customer experience.
- An e-learn portal was formalise to shorten product learning curve (by up to 50%) and as a tool to empower new staff to share product information with customers quickly.
- A customer service rating system was also put in place at the retail stores.
- Customer satisfaction levels improved from 50% to 68% as part of the CCI exercise.

	Before Implementation 2013	After Implementation 2014	Improvement
<b>Customer Satisfaction Level</b>	50%	68%	36%
<b>Mystery Audit Results</b>	30 points	38 points	28%
<b>Ratio of Customer Compliments/Complaints</b>	1 : 1	3 : 1	67%