

# What Counts in Retail Customer Experience?

"Not everything that can be counted counts, and not everything that counts can be counted."

~ Albert Einstein

## Tangibles:

1. Profitability
2. Return to shareholders
3. Market capitalization
4. Industry dominance
5. Employee and customer satisfaction
6. Sales
7. Loss prevention

## Intangibles:

1. Intellectual property
2. Emotional Intelligence
3. Culture & values
4. Reputation & trust
5. Brand loyalty
6. Relationships
7. Adaptability

