

## Operational Performance\_Module 1\_Video

*The Target Plus logo appears on screen.*

*In the background, a Target box and Target truck appear. In the foreground, a laptop screen appears and you see the graphs on the screen. It zooms out and text is shown.*

ON SCREEN TEXT: UNDERSTANDING OPERATIONAL PERFORMANCE AND GUEST EXPERIENCE

VO: So you're all set up on Target.com. What's your next step? Understanding your operational performance & the impact it has on guests.

*In the background, items appear. In the foreground, a phone screen appears and you see the thumb scrolling and clicks on the 'Check out' button. A Target truck drives up to a house and a red Target box falls out the back.*

ON SCREEN TEXT: CHECK OUT

VO: Guests always want a smooth shopping experience. Right from the time they place an order till the order's delivered.

*A laptop screen appears and a hand clicks on an icon which brings up an order statistics page.*

VO: And as a Target Plus Partner, you can make the post-order experience seamless.

*A phone appears with an Order Placed icon on the screen. It soon disappears and the Order Details and an Arriving By icon.*

ON SCREEN TEXT: ORDER PLACED

ARRIVING BY

VO: A guest's post-order journey begins when they place an order and receive the order details along with the estimated delivery date.

*A laptop screen appears with various icons shown and a magnifying glass scanning the icons. The screen switches to one with statistics.*

VO: You can make this journey a breeze by ensuring everything goes as planned with the delivery. And the best way to do this is to bring down the odds of something going wrong.

*A phone reappears with items in the background. On the phone screen, a big red exclamation mark appears. Above the phone, text is shown.*

ON SCREEN TEXT: DEFECTIVE ORDER

VO: But, if something does go wrong with an order, it becomes a "defective" order.

The exclamation mark takes up the center of the video with a Target truck and a tree in the background. Text appears above the exclamation mark.

ON SCREEN TEXT: WHAT'S A DEFECTIVE ORDER?

VO: So, what's a defective order?

*The laptop screen reappears and text is shown on the screen for defective orders.*

ON SCREEN TEXT: DEFECTIVE ORDER = POOR GUEST EXPERIENCE

VO: An order's considered "defective" when it makes for a poor guest experience.

ON SCREEN TEXT: THE REASONS INCLUDE

VO: The reasons include

*An hourglass appears with a door and Target truck in the background with text appearing above. The hourglass moves away and in its place, a phone is shown with a Target box on its screen. There is a ticking clock shown in the background as well. The Target truck drives away and a Target box appears and opens up. On the phone screen the order details reappear.*

ON SCREEN TEXT: LATE DELIVERY

VO: No. 1. Late Delivery. Guests want items when promised on the estimated delivery date. When an item arrives late, or at times, earlier than the guest expects, it can cause frustration or confusion.

*The phone screen changes to show a calendar with a cross to indicate canceled orders.*

ON SCREEN TEXT: CANCELATIONS

VO: Another is Cancellations.

*The phone screen remains but items in the background change. The phone disappears and a building with an exclamation mark and Target truck appear.*

VO: Imagine ordering an item and getting excited about it only to be told your order is canceled? It can be a let-down.

*The Target truck drives to the left of the screen with construction scaffolding and a trolley appear. A laptop screen also appears with a list of canceled orders.*

VO: Always aim for low or no cancellations by making sure you have accurate inventory levels for every item.

*The phone reappears with a Target box ready for return. In the background, the Target truck drives up and drives away with the returned box. There is text written above.*

ON SCREEN TEXT: RETURNS

VO: Then there's Returns. When a guest is unhappy with the item delivered, they have to take on the workload of returning it.

*Four exclamation marks take up the whole screen. These morph into text.*

ON SCREEN TEXT: RIGHT ITEMS  
ON TIME  
INTACT  
ACCURATE PRODUCT DESCRIPTION

VO: As a Target Plus Partner, you can control returns by delivering the right item on time, intact, that matches exactly what the guest saw on the site.

*A phone screen shows up with numerous icons and a question mark on screen.*

VO: And finally, we have Guest Contacts.

*A chat screen appears on the phone screen with an open red box with the target logo on it and a question mark on top of it.*

ON SCREEN TEXT: I HAVE A PROBLEM WITH MY ORDER

VO: Your goal is to always deliver a hassle-free experience, so guests don't have to contact Target Guest Services.

*The whole setting changes to a laptop screen opening up with different icons required to monitor your performance.*

ON SCREEN TEXT: ITEM DESCRIPTION

INVENTORY

ITEM QUALITY

ON-TIME DELIVERY

VO: Not so difficult. And monitoring your performance can go a long way towards improving your metrics and reducing ODR.

*All the icons are checked green on the screen.*

VO: And when you check all these boxes, you've provided that great guest experience.

*Everything fades away as the TARGET PLUS logo appears on the screen.*