

PODCAST TRANSCRIPT:

Gal: okay so hi Joel, welcome to the podcast.

Joel: thanks Gal, thanks for having me.

Gal: no worries, um, pleasure to have you on here. Before we start, maybe tell us a little bit about about who you are and what you do.

Joel: I work at Mecca, I've managed a few different Mecca concepts now for the last five years, and I've always kind of been in the beauty industry for like a long time, working with makeup and high-end skincare and fragrances.

Gal: okay cool, well, today we're gonna talk a little bit about how the digital, kind of, space, merges together with the cosmetic space. So for example, um, you know how like we introduced mecca.com.au which is where our customers can really, shop online, and read reviews and everything and then they come into store and try things on. So as someone who has worked in the makeup retail space for five years, how has having mecca.com.au changed the shopping experience in your opinion?

Joel: yeah, so I definitely think it's changed the experience, comparable to, five years ago when customers were coming in, they were more so seeking our advice and our information because they didn't know. Whereas mecca.com.au is a little bit more informative now, there's a lot more information, you know, testimonials and reviews from other customers trying products. So many different ages, so many different people, are coming in with a lot more knowledge into store...

Gal: yeah, for sure.

Joel: so it's almost like that the customer nowadays is more advanced than, potentially the people *working* in store.

Gal: great, amazing, I so agree. And what do you think Mecca, specifically, is doing so much better than other cosmetic retail stores that keeps, you know getting people to come continuously back into store, even when they have all this knowledge online?

Joel: I think what Mecca does very well with keeping the foot-flow and traffic coming back in all the time is keeping it fun and fresh. So the whole purpose of Mecca is the customer experience, the customer journey and um, you know the service that we provide to our customers, umm, on the shop floor. So, you know, with Mecca it's not all sales and money-making, it's all about the customer experience and feel in how we can connect with them and take them on a beautiful journey, building that rapport and making that genuine connection because you can honestly go to any place to buy your foundation or your skincare, but, what makes it better and what makes people coming back is the connection that they've made in store and that human connection, is so special in this day and age...living in the digital space...

Gal: yeah 100%. And in what ways do you think the digital world will continue to change the customer experience when shopping for makeup?

Joel: oo, it's a tough question, I really think the digital world – its gonna keep growing. It will come to a point where, a lot of beauty retailers will have, you know, electronic machines where people can walk in and try something on and purchase something from a vending machine, rather than having that genuine human interaction.

Gal: yeah, it's like we are sometimes becoming a little bit robotic in a way...

Joel: definitely.

Gal: yeah, and especially with social media, they are going to have way more influencers and people telling them 'this is what you should buy,' 'this is what you shouldn't buy.'

Joel: absolutely.

Gal: yeah! Anyway thank you so much Joel, this was so great, you gave such good insights, and I can't wait to hear it all together.

Joel: thank you so much.