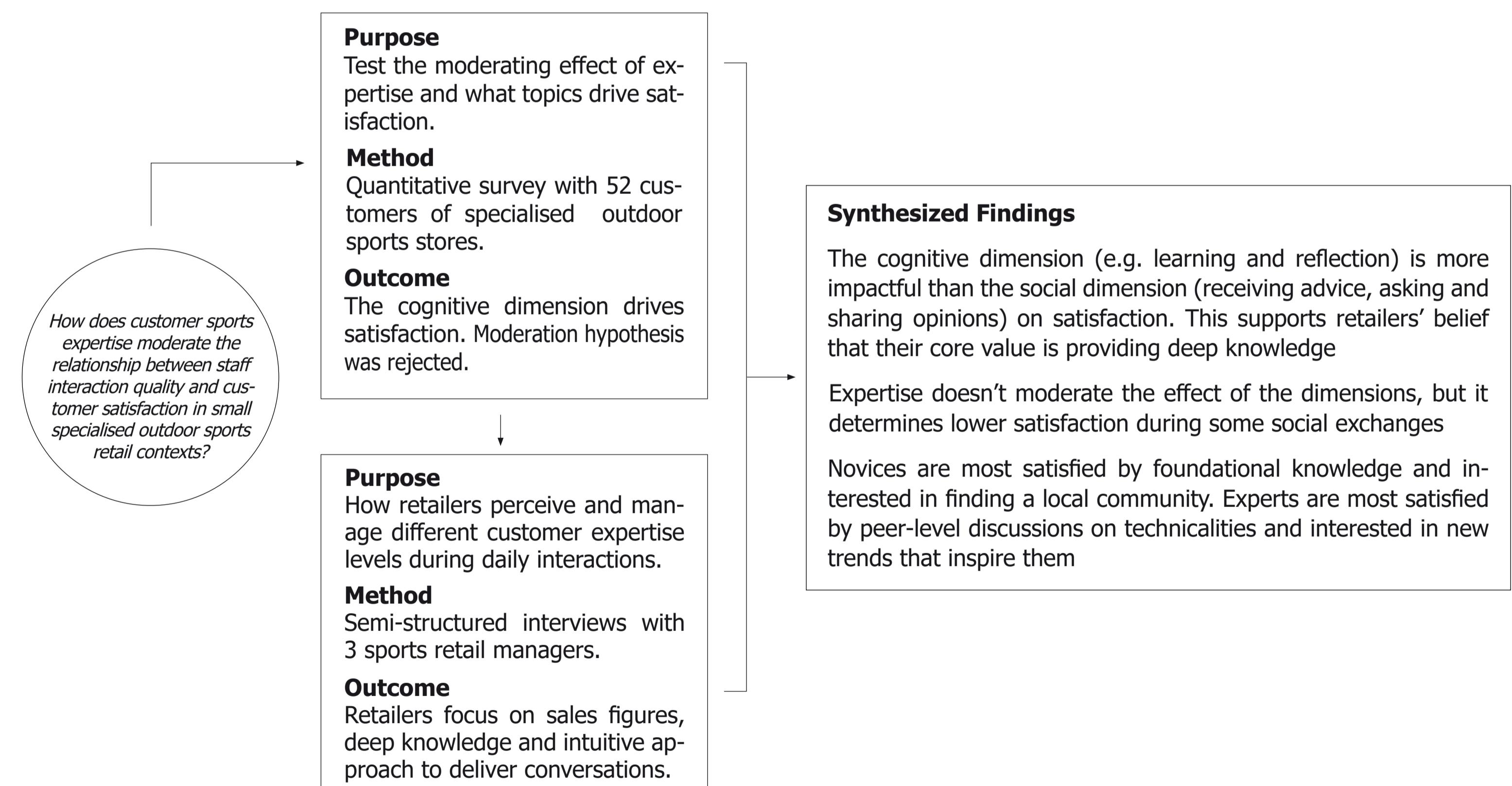


Knowledge is Satisfaction

The Impact of Staff-Customer Interaction and Expertise on Customer Satisfaction in Specialised Outdoor Sports Retail

In the growing outdoor sports market, small specialised retailers' key advantage is the quality of staff-customer interactions. However, a critical gap exists: there is little understanding of how customers' own expertise affects satisfaction and what they value during the conversation. Novice and expert customers approach stores with very different needs, but retailers lack a model for how to satisfy them. Our central research question investigates this gap: *How does customer sports expertise moderate the relationship between staff interaction quality and customer satisfaction in small specialised outdoor sports retail contexts?*

Scope: Small specialised outdoor sports retailers are independently owned or small chains (1-10 locations) with a specific niche focus (e.g., running) that distinguish them from generalists or brand-owned ones.



Implication: Roadmap for Specialised Outdoor Sports Retailers

The findings can be translated into a three-stage roadmap for small outdoor sports retailers to shift from an unstructured to an interaction-based model, built on three pillars:

1. Train

Implement Staff Training Program

- Train staff to engage with customer perspectives.
- Tailor the content of the conversations: Guidance for novices, inspiration and technical details for experts.

2. Measure

Measure What Drives Satisfaction

- Shift from just sales figures to measuring satisfaction, loyalty, and Share of Wallet.
- Analyse data to understand which cognitive and social elements create most value.

3. Community

Evolve into a Community Hub

- Build a community around the store to gain a competitive advantage that could be difficult for other competitors to replicate.