

## Five minutes with NORA member Sharon Melamed from Matchboard

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### Why did you join NORA?

I joined NORA to network with people in retail – an industry which is very important to my business. My passion for retail developed during my 10-year stint in New York, where I helped the “Direct” arms of the likes of Saks, Bloomingdales, Neiman Marcus and Victoria’s Secret enter the Japanese market – with local call centres, return merchandise processing and marketing.

### Shout from the rooftop about your business and what your role is there

I'm the Founder of a free online “B2B dating” service called [Matchboard](#). Using powerful matching algorithms, we match companies with suppliers that can meet their precise needs for different products and services. Our specialisation is the supply chain around the Customer – all the solutions and services you need to acquire, retain, support, understand and delight your customers. Matchboard started 4 years ago; we've helped more than 1500 clients in Australia, and have just launched in the UK.

### What do you think is the unique point of difference about your business?

There are many ways to find suppliers for your business, but Matchboard has 2 big differentiators: (1) we pre-screen all the suppliers in our eco-system, reducing the risk of a poor experience, and (2) we are a much faster way to find right-match suppliers compared to search engines – our filtering questionnaires allow us to home in on the 1-5 best match options versus hundreds of thousands of search result. And while some marketplaces try to be everything to everyone, our specialisation in the Customer niche gives us an edge.

### What do you enjoy the most about your work day?

Every day is different. One day I'm working on a request for a customer experience consultant, the next day, an offshore web chat outsource, and the day after a sales training need. Variety is the spice of life!

### What do you think is the most challenging aspect facing retailers right now?

Customer experience – keeping it seamless from the clicks to the bricks to the customer service contact centre.

### What's a business that's doing something great that you admire and why?

I've fallen in love with an Australian business that's pioneered personalised videos. This means you can give every customer a unique video from one baseline video – even in real-time. Here's an example for an online retailer: a customer clicks “buy” on 2 pairs of shoes but then abandons the cart. Through re-marketing, the customer is lured back to your site, where a video starts and the camera pans across all the different shoes and colours very quickly to stop, like magic, on the 2 pairs. The shoes are then wrapped up and a delivery tag with the customer's name and postcode are placed on the package...with a compelling buy now message. If NORA members are interested in this idea, please give me a shout.

### Recall a time where you feel your business exceeded your customers expectation and experience?

I think the area we delight customers the most is speed of response. When we get a request on our site, we typically engage within minutes. People just aren't used to this level of service from others.

### What are your top 3 favourite retailers that you like to shop from?

[Amazon](#) because of their relevant, personalised product recommendations and ease of use; [eBay](#) because it's a trust-based business just like Matchboard; and [Red Balloon](#) because I love experiences.