



We spoke to Tracy Finn, Head of Corporate Service, Corporate Service at Harrods to find out more about the City AM Business Heroes campaign, and how Harrods is adapting to the new normal.



GCVA: How has Harrods adapted to the new normal? Have online and gift cards sales risen?

TF: Like all businesses within the retail industry, Harrods has had to adapt to the age of Coronavirus by implementing vast new safety measures and making changes to its operational structure. Last month, the store launched a pop-up outlet in one of London's Westfield centres. This offers customers the opportunity to purchase previous-season items in a space created to support social distancing. It has also introduced footfall monitoring technology to limit capacity at our flagship store in Knightsbridge, allowing customers to shop safely, without compromising on the world-renowned in-store experience or service.

What inspired you to launch #BusinessHeroes in partnership with City AM?

As the gifting division of Harrods, Harrods Corporate Service works with UK and overseas corporate clients to build relations, celebrate and motivate employees. The Business Heroes campaign with City AM mirrors this by recognising those who have shown resilience, creativity, a positive attitude and the ability to react during a critical time for business. We want to encourage people to vote for, and celebrate, members of staff who have gone above and beyond and who have contributed to the future growth and stability of their business and employer.

What kinds of stories have been shared so far?

Every business, large and small, has team members who fit the 'Business Hero' profile and we are enjoying reading the stories for each one of them. We are keen for this campaign to be a celebration of those who truly deserve commendation on their commitment and adaptability.

Will #BusinessHeroes be an annual event?

Yes, we plan to make this an annual event to continually recognise and celebrate individual employees and business owners.

Harrods Corporate Service has now reopened. What kind of gifts are companies ordering for their employees?

With remote working a feature still very much for all UK based businesses, the delivery of gifts has been very popular as employers have been showing their appreciation to employees for their loyalty and resilience. The gift may be a fine bottle of wine or pampering/wellness products, to a more glamorous offering of a back to work handbag or smart luggage piece for travelling to exotic climes later this year.



What lies ahead for Harrods Corporate Service in 2020/21?

Whilst the decline in international travel has meant we have a reduced number of visitors from Asia and the US, we are looking to the future with optimism. We have innovative plans in the pipeline and are looking forward to continuing to support our clients globally through online sales. We are also happy to acknowledge that we have an increased number of British based customers in-store.

Nominate your own Business Hero [here](#) and give them a chance to win a £200 Harrods Gift Card! #businessheroes.

All nominations to be complete by 2 September with winners announced when City AM returns to print on 7 September.

To find out more about Harrods Corporate Service visit <http://harrodscorporateservice.com/>