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Running an independent retail business is tougher than ever.



Paul Simmonds

You're not only competing with others in your space, but big-box stores and online retailers that offer prices that are hard to beat. How do you keep up?

Paul Simmonds saw this challenge as an opportunity. Being a 35-year veteran of the retail business and the owner of [Robert Simmonds Clothing located in Fredericton](#), he knows a thing or two about standing out in such a competitive industry. His secret? Over-the-top customer service, both in-person and online.

Want to learn more? In this episode of [Boiling Point](#), hosts Greg Hemmings and Dave Veale talk to Simmonds about embracing the online world of e-commerce as an independent business. They also talk about how Simmonds has moved his distinct in-house customer experience online.