



Hobbs

A successful launch strategy for a perfect outfit for quality



HOBBBS



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The client

Hobbs opened its first store in Hampstead in 1981 and is one of the most successful names on the UK high street with over 65 branches throughout the United Kingdom and Ireland.

The company represents a quintessentially English look with a contemporary twist. Hobbs is unique in the British fashion market in offering a complete wardrobe to the customer including garments, shoes and accessories.

The challenge

Hobbs attributes part of its growing success to being a small, tightly knit company, where the focus remains on doing things right on the shop floor. Now on the expansion trail, the company wanted to ensure that it didn't lose this focus.

It was also looking to maximise footfall for its NW3 flagship store in Westfield, London. Aimed at a younger consumer,

Hobbs wanted to be certain that its messaging, branding and footfall were on target and was looking to use the analytics from the Ipsos solution to secure a successful launch.

In addition, it wanted to be able to spot opportunities to up and cross sell while improving the customer experience throughout all of its stores.

The solution

Hobbs has been working with Ipsos Retail Performance since 2001. As part of its growth plans, the fashion retailer wanted a set of hard measures in place

that would allow its top team to keep an eye on the estate as it grew.

Besides transactional measures, it recognised the need to capture store traffic data. Ipsos' Shopper Count solution is used in around 60 stores across the Hobbs estate with data fed back to the company on a daily basis.

Used initially to measure footfall, Hobbs now uses the Ipsos solution to track conversions and create awareness of lost sales opportunities, so that changes can be made to maximise potential sales opportunities. The data captured and the accompanying analytics are used by the Head of Retail and both Area and Store Managers right across the company on both a daily and quarterly basis.

What we did

Ipsos has installed sensors in the stores and a backend system in many Hobbs shop offices. At the end of each day, Ipsos dials into each store and picks up the information.

After it has been validated and analysed, details are fed back to Hobbs' Operations Department. Information is shared about footfall, conversion rates and customer spend and this intelligence is then passed back down to store level so in-store changes can be made to increase sales and offer an improved customer retail experience.

With the NW3 store, Hobbs has been using the data to measure the success of the store since launch. This has been done through regular analysis of the traffic in store using traffic location scoring tactics. The analytics have helped



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Hobbs maintain an average footfall while launching the brand to a new audience. The findings from the data have also helped with in store design and POP spots. Ipsos has worked in partnership with Hobbs throughout providing training for the Area Managers, that has been designed and delivered to ensure that the experience the customer gets in store is in line with Hobbs's brand values.

The Head of Retail, Operations and Store Managers all receive daily feeds comprising traffic details. Additionally, quarterly reports are produced which are used alongside retail performance grids to compare store activity and sales so that overall trends can be reviewed.

The outcome

Hobbs' Operations Managers are using the reports from Ipsos on a daily basis as they contain vital information detailing how the business is performing.

The reporting has been expanded from pure customer counting to a tactical level and is used alongside sales data to measure customer spend and conversion rates. It also highlights where there have been lost opportunities in order that Hobbs can remedy this situation.

This has all been backed up with a highly sophisticated training programme to support Hobbs' staff in its aim to provide excellent customer service.

About Ipsos Retail Performance Ipsos Retail Performance provides footfall monitoring solutions, shopper tracking systems and in-store behavioural research to retailers worldwide. Its core products Shopper Count, Shopper Interact and Shopper Engage scientifically measure all aspects of a shopper experience from store entry to exit. It supplies national and international retailers with essential business metrics to drive accountability and performance improvement. You can find out more at www.ipsos-retailperformance.com.

About Ipsos Founded in France in 1975, Ipsos is the only independent market research company that is controlled and managed by research professionals.

In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.

With offices in 84 countries, Ipsos has the resources to conduct research wherever in the world our clients do business. Working both on a global scale and in local markets, our expert teams give our clients the benefit of high value-added business solutions including qualitative, forecasting, modeling, market knowledge and consumer insights.

Ipsos professionals deliver insightful expertise across six research specialisations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1.14 billion (\$1.6 billion U.S.) in 2010.

Visit www.ipsos.com to learn more about Ipsos' offerings and capabilities.

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