



Luxury fashion brand

Getting the bigger retail picture with detailed analytics



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The Client

Our client is a British luxury fashion house, manufacturing clothing, fragrance and fashion accessories. Its distinctive fabric range has become one of its most widely recognised trademarks globally. The company has branded stores and franchises around the world and also sells through concessions in third-party stores.

The Challenge

The client already uses Ipsos Retail Performance's footfall counting solution, Shopper Count, but was interested in looking at the flow of visitors in a concession store within a department store that purely sold accessories.

The client wanted to understand specifically how customers entered the store, their journey around it and also the staff interaction, as due to its location in the department store, it had several entrances and exits. The company also wanted to review how long customers spent in the store as well as getting a better understanding of its typical shopper profile. In addition it wanted to explore the differences between buyers and non-buyers.

The Solution

Ipsos Retail Performance used its Shopper Engage Lite solution to provide the client with quantitative feedback on performance and the customer experience. No installation of electronic equipment was required. Instead, customer movements and interactions were recorded by discreet observers using maps and digital pens, which were then analysed to provide invaluable

insights. A debrief with detailed, objective and uncompromised information was then delivered to the client via a series of management reports.

What we did

Ipsos spent four consecutive days observing visitor behaviour in its client's concession store. One of these days was a Saturday, traditionally the department store's busiest day. The concession store layout was broken down into specific zones and these were observed at all times of the day.

Ipsos reviewed customer profiles and also noted whether customers were shopping alone, in a couple or in a group. Once reviewed, the data highlighted key factors such as the conversion rate, the average time spent in the store, the number of zones that were 'shopped' and the percentage of staff interaction with customers.

Key findings showed that 69 per cent of customers entering the store had some form of interaction with staff and of this percentage, the staff themselves initiated 96 per cent of these interactions. This staff interaction encouraged customers to spend more time in the store on what was actually an extremely short shopping visit.

Key access points were also highlighted as well as the customer flow. The shopping experiences were broken down further by gender and age, which further demonstrated which zones men and younger shoppers favoured.

The findings also highlighted the behaviour of a typical shopper who

would, on average, stop and look at four products and touch or pick up three of them. Of these, one of the interactions would involve a member of staff and it would rarely result in a sale. Females tended to browse and pick up more than males, who were more likely to take away, buy and interact with staff. The findings also showed that the under 21s generally had more interaction with the products and the staff than the older age groups.

store is not a cut through for the wider department store, in which it is situated. The findings also emphasised the importance of staff interaction to encourage shoppers to spend longer in the store and therefore to increase conversion rates, as well as giving them refined detail on typical shopper behaviour.

The Outcome

Detailed feedback from Ipsos Retail Performance enabled the client to get a more thorough understanding of the customer flow around the store as well as demonstrating that the concession



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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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