Leading telecoms provider
Improving the customer experience with detailed analytics

The client wanted detailed insight of how customers would shop in a new store concept compared to the standard format store.

The Client

Our client is a prominent provider of mobile and broadband services to consumers and businesses in the UK. The company is the leader in non-voice services, including text, media messaging, games, music and video, as well as data connections via GPRS, HSDPA, 3G and WLAN.

The Challenge

The client wanted detailed insight of how customers would shop in a new store concept, built around an 'all working phones' and 'try-before-service' offer, compared to the standard format store.

The company was looking for specific details about the customer experience including how consumers behaved in specific zones in its stores and the route the customers took around the store. It was also looking to determine the typical dwell time in the store in each of these zones, paying particular attention to the demands on a customer service and technical support area, including the queue time, the amount of time staff were spending on each query and what times of the day this area was occupied.

As well as reviewing the in-store experience, the company wanted to compare the scale of missed sale opportunities through shopper rejection rates (i.e. the percentage of people who entered and immediately left the store without actively shopping in any part of it). It was also looking for some topline metrics and wanted to identify any aspects of the design or operation of the

concept stores that limited performance before rolling out the new store layouts nationwide.

The Solution

Ipsos Retail Performance used its Shopper Engage solution to provide the customer with quantitative feedback on performance and customer experience. In three separate locations in London and the North of England, Ipsos filmed two concept stores and an existing store layout for a period of two weeks. The findings were then reviewed and compared. The findings with detailed information and recommendations were then delivered to the client via a series of management reports.

What we did

Three cameras were installed in the client's stores and a member of the Ipsos analytical team was situated in a back office of each of the stores to monitor and record the customer experiences. The cameras were installed (and later deinstalled) out of working hours and Ipsos spent two weeks observing visitor behaviour. The observations were captured at all times of the day and were objective and uncompromised.

As a customer entered the store, their journey was followed and recorded in minute detail. Information such as how long they spent in particular zones and which products they interacted with were also recorded. The reporting team then analysed the data and provided full reporting back to the client, helping them to understand where they could make simple changes to store layout to

improve the flow around the store and the customer experience.

Analysis was broken down and explained to the client focusing on a number of key areas. These included information about the length of the in-store experience and the clarity of merchandising and special offers, the client's brand proposition and information on staffing.

approach required a lot more effort on the staff's behalf of explaining new technologies and products. Inconsistencies in team member engagement were also highlighted and following the feedback, the client used the video footage to develop new staff training solutions.

The Outcome

The company received valuable feedback on the customer experience in its stores, which included specific information on the success and problems with the concept store. One of the points covered was that the concept stores showed evidence of creating a 'more engaging' shopping experience. However this

The company received valuable feedback on the customer experience in its stores, and used the video footage gathered to develop new staff training solutions.

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.

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