The Client

Thomas Pink was founded in 1984 and is now part of the LVMH (Moët Hennessey Louis Vuitton) Group, which has 56,000 employees worldwide and luxury brands including Louis Vuitton, Givenchy, Christian Dior, TAG Heuer, Ebel, Zenith, Moët & Chandon, Dom Perignon, Vueve Clicquot Ponsardin, Krug, Hennessey and Chateau d’Yquem.

Today, Thomas Pink is the fashionable shirt, tie and accessory maker with branches across the globe from London to New York.

The Challenge

Thomas Pink’s reputation for quality derives not only from its superb choice of fabrics and its unfailing attention to detail in the craftsmanship of its products, but also from its relentless pursuit of excellence in its service to customers.

An ongoing challenge for the company is to keep on top of its customers’ expectations and it thrives on ensuring they get the ultimate shopping experience.

To assist the company in its ongoing quest for the perfect customer retail experience, it turned to Ipsos Retail Performance for its outstanding footfall counting, reporting and analytical solution.

The Solution

State of the art footfall counting and tracking equipment was installed in several Thomas Pink stores. The installations and the resulting data analysis were designed to give the company vital new key performance indicators.

Thomas Pink is highly focused on serving its customers to the best of its abilities. This means that it must understand demand patterns.

Following the installation of the Ipsos Retail Performance solution, Thomas Pink can now break down its retail footfall data into half hour segments and compare this to sales data, staff stretch and new promotions. It uses this information in order to see how well the luxury brand is meeting the needs of both the customer and its target customer.
What we did

Ipsos Retail Performance was mindful of the fact that the Thomas Pink stores are incredibly well appointed and we therefore ensured the systems that were installed matched the Thomas Pink style. This included the procurement of specially made, high quality brass fittings for the counting equipment in store.

We provide analytics training for the ongoing reporting and work closely in partnership with Thomas Pink. This partnership has continued to evolve and we now provide deeper insights by constructing weekly league table reports with comparisons of sales versus footfall versus conversion rates.

Thomas Pink regards these reports as vital, mission-critical business tools, enabling constant fine tuning and improvement of the Thomas Pink offer.

The Outcome

Following the success of the project, further installations are planned to roll out in additional Thomas Pink stores around the world.

About Ipsos Retail Performance

Ipsos Retail Performance is one of the world’s leading retail consultancies specialising in footfall monitoring, shopper tracking and in-store behavioural research. Monitoring over 3.1 billion store visits per year, Ipsos Retail Performance is constantly evolving and innovating to deliver performance improvements for clients. With over 25 years’ experience of delivering increased revenue for clients, decreased operational costs and improvements in customer service, Ipsos Retail Performance has long-term relationships with the world’s biggest brands.

Would you like to know more?

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