



Carphone Warehouse Plc

Mobilising data to maximise ROI and create an uplift in business



Carphone Warehouse



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The client

'The Carphone Warehouse' and 'The Phone House' brands are part of The Best Buy Europe Group, a leading European retailer of mobile and other wireless technology and services with around 2,430 stores in nine European countries.

The challenge

The challenge facing any retail chain is how much knowledge it has about its performance at any one time. How many customers or potential customers are entering its stores, how do these customers ebb and flow over the day, how are they responding to marketing or product initiatives, how do 'live' customers in store contrast with online customers, how many spend money, are they being properly catered for (e.g. are enough trained staff on duty), how well sales are converted and how much each customer spends.

These were the issues facing Carphone Warehouse in its stores. What was needed was an accurate data collection method with analytical benefits that could be reviewed, so that changes could be implemented that would consequently have a direct effect on bottom line figures.

The solution

Carphone Warehouse chose Ipsos Retail Performance to partner with them in a performance improvement project called the 'Key Store Challenge'.

25 Carphone Warehouse stores were equipped in an initial project designed to investigate how measuring footfall, analysing consumer purchasing behaviour and using this feedback could be used by Carphone Warehouse to

increase conversion rates. Staff in these stores undertook an intensive training program, enabling them to understand and use the data in the most effective way.

The project delivered increases in the number of people entering Carphone Warehouse stores and the percentage that purchased (conversion rate) in the 25 stores, outperforming the remaining 75 stores in the project and proving that accurate customer counting data can deliver a return on investment. The decision was made to roll the Ipsos solution to the entire Best Buy Europe Group estate, spanning 8 countries and over 800 stores.

What we did

Following the success of the initial project, Ipsos' footfall counting solution was accepted as an intrinsic element required to drive sales, both in the UK and Europe. Ipsos delivered the initial rollout of the counting technology to the entire UK estate in just 12 weeks, with over 100 counters being installed per week at the peak of the project.

The equipment was specified to integrate with the Carphone Warehouse store IT network. Additionally in-depth training was provided to all managers empowering them to use the analytics to deliver their targets. All of the managers embraced the web-enabled reporting as a sales tool and now check the data on a daily basis to assess and improve business performance.

Analytical reports are created using footfall data, combined with transaction data, to give conversion rates (i.e. the percentage of customers who purchased). It shows data for each store or group of stores hourly, quarterly and yearly, enabling stores to compare



The outcome:
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themselves against other individual stores or categories of stores.

Data is now accessible across the estate on an hourly basis, almost in 'real time' subject only to Ipsos' data verification.

Carphone Warehouse also uses the footfall and conversion rate data to drive promotions and has seen real success with conversion in its 'Conversion Saturday' and 'Conversion Sunday' initiatives. The company also uses the Ipsos hourly data and integrates it with its existing HR tool to enable improved labour scheduling in stores.

The outcome

Data is being applied at stores and head office at both a managerial and board level. Relevant data and conversion rates are collated and reviewed at a daily trading meeting and applied as a key

measure of success across the estate.

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Additionally, stores have started to benefit from using the analytics with in-store planning, eg. judging the impact of footfall and conversion rate when local events are being held in the area.

The company also recognises footfall and conversion opportunities when setting financial budgets for each store. Other financial benefits that have been introduced include an ROI measure for all marketing campaigns.

In fact, the solution has been so effective overall that Carphone Warehouse continue to regard it as an invaluable tool in all its business planning.

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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