



Kitbag: Sports event retailing

Tracking customer behaviour points the way to improved performance



PEOPLE COUNTING

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Chris Bailes
Head of Account Management
Kitbag



The Client

Kitbag is a leading player in sports merchandise, clothing and accessories giving fans around the globe easy access to their favourite sporting products and team gear.

They operate online through Kitbag.com, delivering to 180 countries, and from more than 25 Kitbag stores. They also run stadium and high street stores for major sports clubs providing end-to-end retail experiences at some of the world's major sporting events.

Through creating, sourcing and selling high quality products they provide a retail experience to match the passion and commitment of sports fanatics across the globe.

Kitbag were selected as the official retail partner for The 2014 Ryder Cup. This was to be the largest sporting retail event for them and for Ryder Cup Europe. They each saw this as an excellent opportunity to gain a greater understanding of customer behaviour at such events in order to inform decisions for future events including The 2018 Ryder Cup.

The Challenge

Kitbag had a set of distinct objectives they wanted to understand about shopper behaviour:

- 1 How many customers entered the sporting goods Merchandise Pavilion
- 2 How many purchased merchandise
- 3 How long they spent in the Merchandise Pavilion

4 Navigational routes within the Merchandise Pavilion

5 Which concessions performed well and which attracted less interest

The Solution

KPIs were generated using two complimentary solutions, Shopper Count and Shopper Engage Lite.

Shopper Count supplied the people counting and conversion rate data, which was able to pinpoint peak performance periods on a daily or hourly basis.

Shopper Engage Lite observed customers' natural behaviour in the Merchandise Pavilion to provide Kitbag with key insights into the customer journey and interactions, using heat maps, flow maps, dwell time and customer demographics.

What we did

Temporary sensors were installed above the Merchandise Pavilion entrance to accurately count visitors entering. Once inside, discreet human observers followed customers and digitally recorded their behaviour as they moved around the Merchandise Pavilion, monitoring the behaviours Kitbag established as their KPIs.

The data was then transferred instantaneously to our dedicated Data Analytics Centre, who began to analyse the information and build detailed insights, patterns, and correlations.

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CUSTOMER
BEHAVIOUR INSIGHTS



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The Outcome

The findings provided a clear view of how customers behave in this particular retail environment.

- **Navigational trends** – Patterns emerged as to how customers moved around the Merchandise Pavilion and a ‘common route’ through the middle became apparent.
- **Product interaction** – Smaller ticket items such as accessories and caps performed well, with the highest conversion rates. These were clearly products which customers were entering the Merchandise Pavilion for.
- **Dwell time** – The average time it took for customers to process through the tills limited the sale opportunities available.
- **Sales trends** – Differences in sales trends by day emerged with conversion generally lower on practice days than match days (37% on average vs. 46%)

Recommendations

Using the findings from the project, Ipsos Retail Performance provided valuable recommendations for future sporting events that would optimise the sale opportunities for Kitbag.

Improving the layout to optimise the size of the store would facilitate an improved customer journey and remove bottlenecks and obstructions. The popularity of accessories and caps showed that customers would hunt out these lines wherever they were located. Prioritising their placement in visible locations, would reduce dwell time and increase the steady flow of traffic in and out of the Merchandise Pavilion.

Planning workforce schedules around practice days and peak shopping hours would reduce queuing times and allow sales teams to focus on providing strengthened customer service levels.

The combined analysis of footfall and shopper behaviour will be used to plan future sporting events, ensuring that retail operations are both smooth and sustainable. This will allow Kitbag to increase their conversion rate inside a limited window of opportunity.

As Chris Bailes, Head of Account Management at Kitbag, says “Ipsos Retail Performance are able to tell us where our bottlenecks are, what signage is working and areas that need improving. It means we can make the most of short sales opportunities at sporting events and roadshows.”

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.