

The Client



Kurt Geiger first opened in Britain's fashion capital on Bond Street, London in 1963. Since the Sixties Kurt Geiger has not stood still as it continuously evolves to make covetable footwear and accessories with a unique market position, pairing aspiration with accessibility.

An authority on designer footwear and accessories for women and men, today Kurt Geiger has over 70 stores globally and over 170 concessions within the world's most prestigious department stores.



The Challenge

Two similar stores within the Kurt Geiger estate were performing very differently in terms of conversion rates, representing different levels of store performance across their estate. They wanted to understand why conversion rate differed in each store and what could be done to make improvements which could then be taken to improve conversion rate across the entire estate.

around the catchment area, store positioning, branding, local competitor activity, product range and staff engagement.

The consultancy also comprised filming in both stores using our **Shopper Engage** solution.



What we did

Cameras were installed in the two stores for a 4-day period and the footage was then analysed by our in-house Retail Analytics team to pull out the key trends in the data.

We were able to capture profile data to better understand the customer demographics in each store.

Staff and customer interactions were monitored to identify the effect on conversion rate and customer feedback was sought in the form of an in-store feedback terminal.

We were also able to perform a detailed analysis on the footfall patterns and staff rotas to identify staff stretch for both stores.

The Solution

Working in partnership with Kurt Geiger, Ipsos Retail Performance adopted a consultancy approach to understand their business, their goals and current challenges. We worked closely to establish their key performance drivers to ensure our recommendations worked towards their strategy to deliver wider conversion rate improvements.



As part of the consultancy we used a number of solutions to understand what was happening in different stores and why. As well as counting **footfall** and monitoring **conversion rate**, we began a **root cause analysis** to benchmark the two stores to understand strengths and weaknesses

NB: All filming for our Shopper Engage projects is treated securely under ISO 27001 and is GDPR compliant across all Ipsos offices.



The Results

By filming the activities within the two stores we were able to identify the key reasons for the conversion rate differences.

The catchment of the higher converting store was 50% higher with more shoppers living within a 30-mile radius of the store.

The Shopper Engage project highlighted the importance of a good customer experience. Staff and shopper interaction was 14% higher in one store, leading to 10% more shoppers trying on shoes. The active shopping time was also 50% higher showing the importance of staff interaction.

Observations indicated that Kurt Geiger's target market were not heavily attracted to its stores and converted poorly. In addition, staff who were less familiar with the product line struggled to convert, identifying a requirement for additional product training.

Recommendations

- Target high achieving staff to assist couples and same gender groups, potentially improving CR by 2%
- Reschedule resource to achieve a maximum staff stretch of 30 on Saturdays, potentially improving CR by 0.5%
- Refresh staff training on welcoming and interaction, particularly part-time sales staff
- Raise awareness of the men's range either through targeted promotion or greater visibility in windows/store
- Set customer interaction target to 70% and double the number of shoppers that try on shoes
- Review product range outside of flagship stores.

The Outcome

The project is ongoing, however we have worked with Kurt Geiger on staff scheduling and achieved an average +0.3% CR increase over an initial 6-week period and doubled the dwell time of customers. These learnings are to be rolled out across the estate.

"ONE OF THE MOST HONEST AND INSIGHTFUL EXERCISES WE'VE EVER DONE. IT NOT ONLY HELPED US REVIEW STAFF BEHAVIOUR AND OVERALL FLOOR CONTROL BUT ALSO TOLD US ABOUT CUSTOMER SHOPPING HABITS AND HOW TO LAYOUT A STORE. THE IMPACT WAS FELT AROUND THE BUSINESS FROM DAY ONE OF THE RESULTS."

Ross Warden - Retail and HR Director

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?

Email customerservice.retailperformance@ipsos.com
or call us on +44 (0)1908 682 700

Beech House, Woodlands Business Park, Breckland,
Linford Wood West, Milton Keynes, United Kingdom MK14 6ES

Tel: +44 (0)1908 682 700

Email: customerservice.retailperformance@ipsos.com

Web: www.ipsos-retailperformance.com