



IPSOS RETAIL PERFORMANCE



CASE STUDY

The Client

Paperchase is an international chain of design-led stationery stores. Established in the United Kingdom, they have over 130 stores in the UK and have expanded into Europe, Canada and the Middle East.

The Challenge

Ipsos Retail Performance has been counting footfall for Paperchase for 6 years and they turned to us when they needed a deeper insight in to their customer journey.

Multiple teams in Head Office wanted to understand the impact of their store layout. Paperchase stores traditionally have the till point positioned at the front of the store, however newer format stores were positioned to the rear. Prior to rolling out any strategic changes across their estate, the team wanted to understand the customer journey into, and around the store, to find the best positioning for an improved customer experience.

The Solution

Paperchase were keen to have video evidence to support their business decisions. In order to monitor customers without compromising their shopping experience, our Shopper Engage solution was recommended. Discreet cameras are installed in-store to anonymously capture customers as they enter and use the store.

Their journey is filmed and analysed by our team of experts to understand;

- how shoppers navigate each store
- how much of the merchandise they walk past
- hot spots and barriers to movement
- why shoppers leave the store without purchasing



260
CUSTOMER
OBSERVATIONS

4 DAYS
UNOBTRUSIVE
FILMING



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What we did

In order to understand the different store layouts, we chose two Paperchase locations to compare. Filming took place for two days in each store to give an accurate sample of the customer journey in both stores. Filming also took place during busy seasonal trading periods in both stores; the run up to Christmas and Valentine's Day to get an accurate comparison and assess the impact of till placement at busy times.

The Results

After comparing the two till point locations, our analysis showed that locating the till point at the front of the store detracts from the shopping experience.

Just **33%** of shoppers visited the entire store with the till point located at the front of the store, whilst **43%** browsed the entire store with the till point further back.

The forward location:

- restricts flow and reduces penetration levels, exposing shoppers to less product and therefore less opportunities to buy
- increases congestion at the store front, discouraging shoppers from entering and damages the volume of store footfall
- discourages browsing of the whole shop floor
- makes card browsing more difficult with more shoppers using the route as a walkway

Whilst there is no conclusive evidence that conversion rates suffered as a consequence of the till position, footfall was lower than we might expect from the test store.

Recommendation

To improve the customer journey in future stores, we recommended that Paperchase locates the till point further back into the store, opening up the store entrance and making it more inviting for shoppers.

In addition, a formal queuing system in existing stores would minimise congestion and blocking.

The Outcome

In response to our recommendations, Paperchase have moved their till location away from the immediate vicinity of the store entrance when opening new locations.

"A greater proportion of shoppers visit the rear of the store with the till point located in the middle. The results have fundamentally changed the way we lay out our stores."

**"THE RESULTS HAVE
FUNDAMENTALLY
CHANGED THE WAY WE
LAY OUT OUR STORES."**

Simon Howes, Director of Retail & HR

Testimonial

"Paperchase is owned by private equity who typically crave performance data. Conversion data focuses retail teams as it is a KPI that is within their control. Personally I believe that closely monitoring conversion data has improved my business' performance in the past and will be invaluable in the challenging and changeable retail landscape of the future.

I have found the team at Ipsos Retail Performance to be easy to work with and responsive. They have provided valuable insight periodically relating to macro economic data which helps give context to business performance."

Simon Howes, Director of Retail & HR

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.



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