



IPSOS RETAIL PERFORMANCE



CASE STUDY

The Client

World Vision UK is an international charity devoted to improving the lives of the world's most vulnerable children. They are a charity with a difference, moving away from traditional ways of fundraising by creating experiences to help customers get closer to their cause at installations like The Story Shop.

The Challenge

World Vision have various pop-up locations throughout the UK and they wanted to understand if having a retail presence was key to their overall strategy.

They were keen to know the entire customer journey in the mid-mall kiosks in order to identify missed sales opportunities, optimise their product placement and recognise how they could improve the customer experience whilst maximising the space available.

Challenges identified included:

- Are customers coming in to The Story Shop of their own accord or are they being drawn in by staff?
- Where do customers go within the shop?
- Are the staff engaging with them?
- Where do customers stop, look and interact?
- How long do customers spend in The Story Shop and the different zones within the shop?
- Are the interactive displays being used?
- Who is the World Vision customer?
- What's the conversion rate? Are people buying?

The Solution

In order to understand what type of customer was approaching The Story Shops and how they were interacting with the kiosk installation, we recommended our Shopper Engage Lite solution.

An observational project, Shopper Engage Lite offers many benefits including anonymous profiling, fixture interaction, dwell time, staff interaction and sales conversion.



200+ CUSTOMER OBSERVATIONS

6 DAYS FIELD RESEARCH



IPSOS RETAIL PERFORMANCE



What we did

Choosing two Story Shop locations we used a random sample approach to observe customers. Capturing over 200 observations at each location provided us with a sound and recommended sample size and allowed us to capture the typical customer profile in The Story Shop.

A team of field observers covered a range of different opening hours across each location. Using staggered shifts allowed us to capture any differences across days and time of day, including early openings, lunch hours and late nights. One location served as a 'test' store and the other as a 'control' store.

The Story Shop kiosks were split into a small number of zones for analysis purposes.

Customers were observed from initial interaction until they left The Story Shop and were not made aware they were being observed until the end of their customer journey, so captured behaviour was natural. Observations were recorded using digital pens and store maps.

The Outcome

All observations were coded into a database to produce the key measures that World Vision required.

The data was examined by our team of specialist analysts and the key findings enabled World Vision to improve their pop-up store prior to setting up in other locations.

- The World Vision customer profile was female, over 50s and shopping alone
- Staff (fundraisers) had a good rapport with customers which was key; greater interaction resulted in a better donation rate
- The majority of shoppers remained on the external periphery of the store rather than venturing inside
- Analysis showed that additional signage in the test location increased interaction by 25%
- Using the data collected, World Vision has been able to make informed decisions in the design process for new experiences, with additional insight into real life customer flow and behaviours.



Images of The Story Shop © 2015 World Vision/The Yard Creative

**GREATER
INTERACTION
=
BETTER
DONATIONS**

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 20 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 Fax: +44 (0)1908 682 739
Email: customerservice.retailperformance@ipsos.com
Web: www.ipsos-retailperformance.com

MEASURE, MANAGE, IMPROVE