Luxury fashion brand
Improving the customer experience through detailed analytics

Using the Ipsos data on the customer experience, the company could dramatically improve its productivity and conversion rates...

The client

Our client is a British luxury fashion house, manufacturing clothing, fragrance and fashion accessories. Its distinctive fabric range has become one of its most widely recognised trademarks globally. The company has branded stores and franchises around the world and also sells through concessions in third-party stores.

The challenge

Ipsos Retail Performance worked with this high end fashion client on an initial project in its flagship Singapore store to record and analyse the data of customer visits to in-store displays.

Using the information from the data analytics, Ipsos made recommendations on changes to the store layout to drive additional business.

Ipsos also reviewed staffing levels in some of the company's flagship stores and recommended positive changes that would help increase productivity, conversion and sales. Impressed by the findings from this project, the fashion client looked to expand this increased knowledge on a global basis.

The solution

Following the success of the initial project, the fashion expert realised that by using the data they had on the customer experience, it could dramatically improve its productivity and conversion rates, as well as improving the customer experience in all of its stores.

The company enjoyed working with Ipsos and undertook a global project where it reviewed existing materials and experiences from the data that was collected using Ipsos' Shopper Interact. It then put in place improvements that would increase productivity and staffing levels and accelerate sales in every store globally.

This entailed consolidating its suppliers and using the Ipsos Shopper Count solution globally. The high end fashion brand now receives a global report that means it can compare store performance across the US, Europe and Asia.

Prior to the global roll out, its service and productivity team was spending a lot of time compiling reports rather than analysing them. The tools provided by Ipsos enable unified, single, global reporting across all currencies and time zones, enabling the teams to use the insights to improve the business offering and customer experience.

The luxury fashion client now has over 100 stores reporting globally with all store managers logging in regularly along with additional staff from head office who also use the data.

What we did

The high end fashion client was very keen to use best-in-class technology products in its installation, and Ipsos Retail Performance sourced, managed and provided training and materials to the teams who now analyse the reports on a daily basis.

During 2010/11, the fashion brand launched an extensive sales and service programme to its stores to improve the levels of service being delivered to

customers globally. The training programme has been designed for, and delivered to, all retail staff to ensure that the customer experience is in line with the company's brand standards and luxury positioning.

With enhancing the customer experience as a key focus, Ipsos is currently working in conjunction with the fashion giant to create a staff rota tool to manage its labour globally, as the luxury brand has recognised a direct correlation between staffing, improved customer retail experience and conversion rates.

The outcome

As part of its expansion into emerging markets including India, the Middle East and Latin America, the luxury fashion brand is looking to explore its data analysis further.

Supporting this is the Ipsos solution, highlighting critical customer information that has been extremely beneficial to globally improving business performance across all of the customer's retail outlets .

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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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