The Client

NCF Living is one of the UK’s premier furniture stores selling an array of living room, dining room and bedroom furniture’s on a variety of retail parks. 95% of their products are in stock and ready to deliver almost immediately. Value is a key element without having to compromise on quality and style.

Overview

NCF Living have been a long-standing client of Ipsos Retail Performance. They have been using footfall counters on the main entrances and on the upper level of their stores.

The sensors provide data on individuals or multiple shoppers entering their chain on a daily basis. The statistics are used in particular to determine the more popular sites and well performing areas of the stores. Driving up this footfall allows more opportunities for the retailer to increase sales.

The data and insights obtained have proven invaluable to the furniture store. It is also used to assist with staff scheduling at the different locations.

The data is used to improve store layout and ease customer navigation
Outcome

NCF Living use the data to optimise store performance, improve store layout and ease customer navigation through the different areas.

Also, by aligning footfall data statistics with historical data, managers use the insight to schedule staff members according to demand.

Recently their contract was coming to an end and due to the level of service, support and insight received from Retail Performance, they have placed another long-standing contract.

“NCF use the footfall data internally to understand the volume of customers we have visiting our stores in locations across the UK. The footfall numbers are used to identify sales opportunities within our stores and to improve conversion rate. Footfall data is also used to benchmark the success of marketing strategies to bring customers into our stores. The footfall reports are also used to support stores with the right staffing numbers to maximise the sales opportunity during busy periods of the day”.

NCF Living

About Ipsos Retail Performance

Ipsos Retail Performance is one of the world’s leading retail analytics and insights companies specializing in people counting, 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 30 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?

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