

Slater Menswear

The Client

Slater Menswear, established in Glasgow in 1973, is not a run-of-the-mill fashion retailer. It operates the largest single menswear store in the world (source: Guinness Book of Records), extending across 3 floors of a building it occupied bit by bit over the years, becoming a Glaswegian institution.



All 23 stores are extremely large and, to save on rents and rates, on the first floor and upwards of buildings. Thus it offers big savings on menswear from world-class brands and free alterations. Slater prides itself on offering the largest selection of men's clothing to be found anywhere in the UK and, importantly, its highly trained staff are not paid commission.

The Reason

Slater Marketing Manager explains; "We really had exhausted every low tech answer to measuring the impact of our advertising so we decided to look for the best high-tech solution. After much research and talking with other retailers we selected the market leaders in customer counting; Synovate Retail Performance.

The Benefits

"Because they guarantee a minimum of 95% accuracy we knew the data would, at last, have meaning. We're only a few short weeks into our contract but already we're finding some fascinating and valuable patterns emerging."

"After we've fully integrated the data into our advertising regime, we're going to start looking at staff stretch and conversion rate which are other

areas where hyper-accurate traffic data is vital. As a company that has built its reputation on high quality fashion at low prices with great service levels we are aware that at times of high traffic flow the quality of service is in danger of slipping. With accurate prediction tools from Synovate we'll know well in advance when these customer service 'bottlenecks' are likely to occur and make staff provision for them."

Says retail psychologist Dr Tim Denison from Synovate Retail Performance: "We've studied their operation and it's clear they've set some very high benchmarks for customer satisfaction. However, no organisation can stand still and performance metrics are certainly the order of the day for retailers.

The Conclusion

Retailers are embracing new technologies to determine the success of promotional and advertising campaigns. Consumer recollection surveys don't work, Slater proved that. Retailers like Slater now use our accurate systems to measure the change in store traffic - the purest, most objective and accurate measure of ad-tracking. It's simple and straight forward, enabling the retailer to measure, manage and so improve their marketing efficacy.

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