

Hobbs

Fashion retailer Hobbs has breakfast of KPIs

The Client

Hobbs, the up-market women's fashion retailer, now run by an MBO team was founded in 1981 by husband and wife team, Yoram and Marilyn Anselm. Currently it has 63 stores in the UK, including branches in Knightsbridge, Hampstead and Cambridge. It targets women between the ages of 25 to 45 and has a sales turnover of around £98m.



The Reason

Hobbs attributes part of its growing success to being a small, tightly-knit company, where the focus remains on doing things right on the shop floor. Now on the expansion trail, the company wanted to ensure that it didn't lose this focus. It wanted a set of hard measures in place that would allow its top team to keep an eye on the estate as it grows. Besides transactional measures, it recognised the need to capture store traffic data. Having studied the market, Hobbs placed its customer counting order with Synovate Retail Performance.

Benefits and Results

According to Mike Spearing, Retail & Development Director, "The daily reports contain vital information of how our business is performing and what level we are operating and as with all critical information the best time to use it is as soon as it is available – that's why I read mine at breakfast. I'm able to see at a glance how individual stores are performing throughout each day. It allows me to balance needs against costs objectively and ensure that delivery of the highest order of customer satisfaction remains a precedence."

The Conclusion

A growing band of retailers are extending the applications of customer counting to the tactical level. For them, store traffic, broken down to 30 minute slots, is regarded as a vital performance partner to sales data. With Synovate, a best practice retailer like Hobbs has chosen a best practice provider. Hobbs receives mission-critical reports at every level, whenever they like, even at the breakfast table.

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