

Homebase

Homebase Refines Customer Knowledge with Synovate Retail Performance

Homebase is the GUS-owned DIY and Household Goods chain.

The Reason

It wished to refine its customer knowledge and selected customer counting specialist Synovate Retail Performance. Results from initial trials in eight stores from Edinburgh to Portsmouth were enough to convince Homebase executives that data from Synovate was the missing link in measuring and understanding the factors that govern success.



The Benefits

The systems, so-far installed in 33 stores, are being used to measure and improve Customer Traffic, Conversion Rate, Average Transactional Value (ATV) and Staff Stretch. According to the Homebase Commercial Planning Manager; "Improvements we have made with Synovate's help include having the correct numbers of staff on hand to take care of peaks and troughs in customer traffic, measuring the success of our promotions and advertising initiatives and providing hard evidence of the results of any in-store changes including the introductions of mezzanines in selected stores."

The Conclusion

Analyst Dr Tim Denison, Director of Knowledge Management at Synovate Retail Performance said; "The brief from Homebase was interesting because they wanted to measure customer traffic not just into the store but also up to the mezzanine. Homebase is using the data strategically by comparing it to our exclusive subscriber-only

Retail Park Index. They're also using it tactically to deal with staff stretch, ATV and Conversion Rates, measuring the effect of every change in real time and implementing our recommended measure, manage, improve offer cycle."

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