

## Case study



Using the Synovate data they had on the customer experience, the company could dramatically improve its productivity and conversion rates, as well as improving the customer experience in all of its stores.



## Luxury fashion brand

### Improving the customer experience through detailed analytics

#### 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

Synovate 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, Synovate made recommendations on changes to the store layout to drive additional business.

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# Case study



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Synovate 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.

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Synovate 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 Synovate and undertook a global project where it reviewed existing materials and experiences from the data that was collected using Synovate's Shopper Interact solution. 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 Synovate 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 solution, its service and productivity team was spending a lot of time compiling reports rather than analysing them. Using the Synovate solution enables 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 the data.

## What we did

The high end fashion client was very keen to use best in class technology products in its installation and Synovate 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 has 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, Synovate 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, an 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 Synovate solution, highlighting critical customer information that has been extremely beneficial to improving business performance across all of the customer's retail outlets globally.



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