

# Case study



State of the art customer counting and tracking equipment gives Thomas Pink vital new key performance indicators.



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## Thomas Pink

### Improving the customer experience and increasing sales

#### The Client

Thomas Pink was founded in 1984 and is now part of the LVMH (Moët Hennessy - Louis Vuitton) Group, which has 56,000 employees worldwide and luxury brands including Louis Vuitton, Loewe, Givenchy, Christian Dior, TAG Heuer, Ebel, Zenith, Moët & Chandon, Dom Perignon, Veuve Clicquot Ponsardin, Krug, Hennessy and Chateau d'Yquem.

Today, Thomas Pink is the fashionable shirt, tie and accessory maker with branches across the globe from Jermyn Street in London to Madison Avenue, New York. The company has also opened a women's only store, Pink Woman in Sloane Street, Knightsbridge.

#### The Challenge

Thomas Pink's reputation for quality derives not only from its superb choice of fabrics and its unfailing attention to detail in the craftsmanship of its products, but also from its relentless pursuit of excellence in its service to customers. An ongoing challenge for the

company is to keep on top of its customers' expectations and it thrives on ensuring they get the ultimate shopping experience.

To assist the company in its ongoing quest for the perfect customer retail experience, it turned to Synovate Retail Performance for its outstanding customer counting, reporting and analytical solution.

#### The Solution

State of the art customer counting and tracking equipment was installed in several Thomas Pink stores. The installations and the resulting data analysis were designed to give the company vital new key performance indicators.

Thomas Pink is highly focused on serving its customers to the best of its abilities. This means that it must understand demand patterns.

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Thomas Pink regards the Synovate Retail Performance reports as vital, mission-critical business tools, enabling constant fine tuning and improvement of the their offer.

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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Following the installation of the Synovate solution, Thomas Pink can now break down its retail traffic data into half hour segments and compare this to sales data, staff stretch and new promotions. It uses this information in order to see how well the luxury brand is meeting the needs of both its customers and its targets.

## What we did

Synovate was mindful of the fact that the Thomas Pink stores are incredibly well appointed and so went out of its way to ensure that its systems matched the Thomas Pink style. This included the procurement of specially made, high quality brass fittings for the surveillance equipment in store.

The company has provided analytics training for the ongoing reporting and works closely in partnership with Thomas Pink. This partnership has evolved with Synovate Retail Performance now providing deeper insights by constructing weekly league table reports with comparisons of sales versus traffic versus conversion rates. Thomas Pink regards these reports as vital, mission-critical business tools, enabling constant fine tuning and improvement of the Thomas Pink offer.

## The Outcome

Following the success of the project, further installations are planned for several more Thomas Pink stores globally.



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Retail Performance