

Case study



Gaining a better understanding of when potential customers would visit the store enabled staffing levels to be in place to capitalise on the increased sales opportunity.



The Synovate solution was chosen for its accuracy and ability to integrate with the customer's IT systems.



Office supplies retailer

Improving the customer experience and increasing sales

Client

Our client is the world's largest office products company, selling office supplies, technology, furniture and business services. With \$27 billion in sales, the company serves businesses of all sizes and consumers in 27 countries throughout North and South America, Europe, Asia and Australia. The company invented the office superstore concept in 1986 and is headquartered outside Boston.

The Challenge

The client undertook a service review to understand the key actions that encouraged customers to buy when they were in store. Findings from this investigation were identified as greeting the customer, politely asking them what they wanted and then a member of staff accompanying them to where the product was displayed in store.

Focusing on these three simple objectives was proven to dramatically improve the customer experience and also led to a direct increase in sales.

The challenge was to get a better understanding of when potential customers would visit the store, in order that staffing levels were in place to offer improved customer service and capitalise on the increased sales opportunity.

The Solution

To ensure that it greets as many customers as possible, provides a higher than expected service level and drives sales performance through increased conversion rates, the client identified the need to know when customers with potential buying opportunities were entering its stores.

The company chose Synovate to install its Shopper Count footfall counting technology in all of its UK stores. The Synovate solution was chosen for its accuracy and ability to integrate with the customer's IT systems.

continued over...

Case study



The success of the project has meant that the client, together with Synovate, has developed a European framework agreement for all markets.

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.

Synovate Retail Performance
34 Walker Avenue, Wolverton Mill,
Milton Keynes, MK12 5TW

Tel +44 1908 682 700
Fax +44 (0)1908 682739
Email info.rp@synovate.com

www.synovate.com/retailperformance

The client also wanted to partner with a company with plenty of expertise and with over 20 years of experience of working with leading retailers and offering exceptional support while deploying similar projects, they felt in safe hands.

What we did

Working closely with the client operations, property and IT teams, Synovate successfully deployed the equipment across all stores and integrated with their technology roll out programme, ensuring that both connectivity and the collection of data were maintained at all times.

As part of its programme, Synovate provided branded, in-house training for regional and area managers on the tamper proof system, conversion rate analysis as well as providing guidance on how to identify opportunities for improvement. It also offered advice on new actions that could be implemented and passed down through training with respective store teams.

The Outcome

The footfall and conversion data has now become a key metric throughout the client's business for measuring, managing and improving performance by all of the operational teams to guarantee the focus of exceptional customer service is maintained in stores across the region.

The data is also used and analysed by the marketing teams, where the information is specifically examined to track the success of campaigns at driving footfall to stores.

Additionally, the HR team uses the information to review full-time employment budgets for individual stores, in order to schedule staffing levels to meet the footfall profile.

The success of the project has meant that the client, together with Synovate, has developed a European framework agreement for all markets. Currently the solution is being deployed to its stores in the German market.



synovate

Retail Performance