

Case study



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Managing Director, GAME Australia*



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GAME Australia

Creating a stronger business and increasing revenue through detailed analytics

The Client

GAME is a global retail business selling gaming software, hardware and accessories. GAME operates from more than 1,400 stores, concessions and franchises in ten territories in Europe and Australia.

Designed to serve as the portal between reality and the gaming world, each GAME outlet is a feast for both the eyes and ears, featuring multiple high-definition, widescreen LCD displays coupled with explosive surround sound. Partnered with GAME's unparalleled customer service, competitive pricing, enormous range and convenient locations, the intense multimedia environment in its stores makes it the premiere home entertainment destination in Australia.

The Challenge

GAME acquired its Australian business in late 2006. In an extremely short space of time, the number of its stores has

expanded from 15 to 94. The market environment also changed rapidly, with gaming becoming more of a digital experience.

As part of its rapid growth, GAME wanted to re-evaluate its business processes and internal systems to ensure it was achieving the highest possible revenue and to check that the retail stores were in the right locations across Australia.

GAME's challenge was that it was unable to estimate the footfall of customers passing through its stores. It was aware that revenue per store in Australia was lower than in other GAME territories, but it didn't have the complete picture to effect the necessary changes

The Solution

GAME Australia implemented Synovate Retail Performance's Shopper Count solution to measure customer footfall and conversion. Very quickly, the Synovate solution has given GAME

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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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Australia a much clearer picture of the peaks and troughs in the trading week. Using this crucial data, GAME Australia has been empowered to make internal staff management changes that have immediately generated a higher level of conversion. These have directly impacted the company's bottom line.

What we did

The Synovate product was trialled in one store in each of the five key cities of Sydney, Melbourne, Perth, Brisbane and Adelaide. The trial tested the solution and checked that it worked with GAME's internal systems over a number of months.

Very quickly, GAME saw the value of the data. The Synovate solution has now been implemented in all of GAME Australia's retail outlets. Store managers, regional managers and area managers use the data every day to monitor sales and conversion, increasing profitability.

Within 24 hours, GAME Australia receives daily updates about store activity from Synovate, which are then sent on to the store managers.

It is early days for GAME Australia and Synovate's solution, but the games retailer has already recognised several other benefits that they will be able to take advantage of as it becomes more acquainted with Synovate's analytics. These include more efficient staff rostering, more focused training, better understanding of customer flow and managing and measuring the impact of the numerous seasonal product launches that occur between August and mid-November.

The Outcome

Paul Yardley, Managing Director of GAME Australia, says: "Using the analytics from the Synovate Retail Performance solution highlighted how we could improve the efficiency of our staffing to increase conversion. By making subtle changes to the roster, and the way in which staff serve customers, we dramatically improved the quality of interactions.

By using the data to make changes, over a relatively short timeframe we have tracked an increase in conversion that will directly lead to an additional \$10 million (Australian) in annual revenue. We are now in the process of applying these changes to the business as a whole, which already has a turnover in excess of \$100 million, so the impact of our increased conversion on our bottom line will be significant."



synovate

Retail Performance