

Fashion Retailer Hobbs Has Breakfast of KPIs

The client

Hobbs, the upmarket women's fashion retailer, now run by an MBO team was founded in 1981 by husband and wife team, Yoram and Marilyn Anselm. Currently it has 40 stores in the UK, including branches in such as Knightsbridge, Hampstead and Cambridge, with a view to expand shortly to 60 outlets. It targets women between the ages of 25 to 45 and has a sales turnover of around £40m.

The reason

Hobbs attributes part of its growing success to a being a small, tightly-knit company, where the focus remains on doing things right on the shop floor. Now on the expansion trail, the company wanted to ensure that it didn't lose this focus. It wanted a set of hard measures in place that would allow its top team to keep an eye on the estate as it grows. Besides transactional measures, it recognised the need to capture store traffic data. Having studied the market, Hobbs placed its customer counting order with SPSS.

Benefits and results

According to Mike Spearing, Retail & Development Director, "The daily reports contain vital information of how our business is performing and what level we are operating and as with all critical information the best time to use it is as soon as it is available – that's why I read mine at breakfast. I'm able to see at a glance how individual stores are performing throughout each day. It allows me to balance needs against costs objectively and ensure that delivery of the highest order of customer satisfaction remains a precedence.

Conclusion

Fashion Retailer Hobbs Has Breakfast of KPIs ...continued

A growing band of retailers are extending the applications of customer counting to the tactical level. For them, store traffic, broken down to 30 minute slots, is regarded as a vital performance partner to sales data. With SPSL, a best practice retailer like Hobbs has chosen a best practice provider. Hobbs receives mission-critical reports at every level, whenever they like, even at the breakfast table!

ENDS

ABOUT SPSL

SOLUTION PRODUCTS SYSTEMS LIMITED (SPSL) is the largest European provider of proprietary tools for high accuracy customer traffic and behavioural analysis deployed in retail stores. Traffic volumes and conversion rates are the latest and most significant new Key Performance Indicators to be welcomed into the retailer's business reporting portfolio. Using SPSL systems, retailers are able to reliably measure customer traffic flow on an ongoing hour-by-hour basis as well as determine in-store 'weather', assess the impact of marketing initiatives, and tailor staff levels according to customer demand rather than service supply. Established in 1989, the company owes its unrivalled reputation and success on the accuracy, dependability and specialist nature of both its data and its support services. It operates its UK and European operations from its head office in Milton Keynes, England and invests heavily in developing advanced behavioural analysis and tracking tools to create ever more beneficial trading results for its customers and ever more enriched shopping experiences for theirs. The company monitors traffic in over 1000 retail stores in the UK alone, operated by many of the retail industry's most successful companies across all retail sectors.

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