



VISION

POSSIBLE

Maximise future £ sales opportunities by delivering retail experiences to inspire your customers

Research for Retailers



MarketMeasures
INNOVATE | MEASURE | UNDERSTAND

APPLYING RETAIL EXPERTISE,
CUSTOMER INSIGHTS & TECHNOLOGY

Vision Possible

The fast changing retail landscape and ever more demanding and savvy customers mean that plotting new and innovative futures for customer experience is crucial for every retailer.

Market Measures has developed "Vision Possible", a suite of research approaches which help develop retail experiences - to secure, increase and inspire customers for years to come.

THE DELIVERABLES



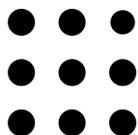
A granular insight base for identifying a complete set of action points to remove the barriers in improving customer experience across touch-points.



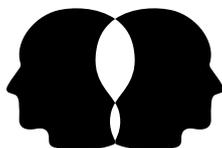
Clear, practical, recommendations on which investments to make to increase customer satisfaction, NPS and maximise ROI.



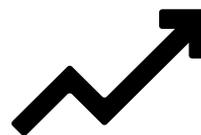
A 'Multichannel Retail Roadmap' to plot the strategic routes forward to retain, increase and inspire customers.



A bank of innovations and technologies to help evolve and transform business performance over the medium and long term.



An unrivalled close relationship with your customers, during the research and on an ongoing basis.



Sustainable, profitable, long term £ sales growth.

A Case Study

Maximise future £ sales opportunities for one of the world's fastest growing fashion retailers, by delivering retail experiences to inspire its customers

BUSINESS OBJECTIVE

To move towards experiences in retail (rather than just buying things) across all channels and touchpoints; and to future-proof the physical store portfolio to work alongside digital purchase channels.

OUR APPROACH

Our approach was to conduct a multi-stage customer research project:

- 30 accompanied 'Shopper Safaris' to help understand the elements which contribute to the customer journey and customer experience
- A store-exit survey of around 2,000 current customers generating hard evidence of real-time experiences and levels of customer satisfaction
- An online survey of 1,000 people to include current, lapsed and potential customers and provide feedback about their digital experiences and expectations
- Board level stakeholder session reviewing customer insight and identifying innovation opportunities across touchpoints

THE OUTCOME

"Vision Possible" provided the business with absolute clarity about the aspects of the store and online experience which need improving and the priority order in which these improvements should be made. We were also able to put a £ sales value on the cost of doing nothing in light of the ever evolving retail environment.

Experiential innovations were introduced, evaluated and developed, aimed at securing the profitable future of the retailer.

KEY OUTPUT

Strategic review of improvement and innovation priorities across touchpoints to optimise the retail experience:

- SWOT analysis across stores and digital
- Priority list of innovation opportunities
- Evaluation of suggested innovations
- Review of the £ cost of doing nothing
- Estimation of the £ opportunity of implementing actions



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WE'VE BEEN WORKING WITH MARKET MEASURES FOR A NUMBER OF YEARS SO THEY FEEL LIKE AN EXTENSION OF OUR TEAM. NOTHING IS TOO MUCH TROUBLE FOR THEM. THEIR COSTS ARE GOOD. THEY DELIVER CLEAR COMMERCIAL ADVICE - ON TIME, EVERY TIME.

CLIENT FEEDBACK

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IN-STORE QUANTITATIVE TABLET DESIGNED INTERVIEWS

To generate robust, granular, evidence of real-time experiences, across different stores, services and departments - highlighting customer needs, delights, drivers of satisfaction and NPS for prioritisation of investment.

ACCOMPANIED 'SHOPPER SAFARIS' (WITH VOXPOPS)

To add real depth of understanding of the different elements which contribute to the end-to-end multichannel customer journey and overall customer experience.

INNOVATION WORKSHOP AND ONLINE INNOVATION COMMUNITY

Using a mix of 'innovative thinkers' and different customer types - current, lapsed and non-customers - to evolve ideas, generate new innovations and evaluate concepts.

Research modules combined for your specific needs

PRE & POST TRAFFIC FLOW ANALYSIS

Combining wifi traffic flow data and sales data with new merchandising initiatives, with option for qualitative video intercepts to probe behaviour cause-and-effect.

CREATIVE CUSTOMER SESSIONS

To deeply understand what the main experiential 'issues' are, what customer problems need solving and how these may translate into solutions. Options for pre-tasked uploads, filmed sessions, market mapping and SWOT output.

'DRAGONS DEN' PITCHES:

To give stakeholders the opportunity to get up close with customers and showcase new ideas to them - from very simple merchandising mechanics through to advanced blue-sky concepts and digital technologies.

Find out more...

Visit www.marketmeasures.co.uk or call John Gurd on 023 8046 0922