



Major communications company Footfall tracking creates a clearer picture of store performance



The Client

Our client is one of Canada's leading communications and media companies, a major provider of wireless voice and data communications services, cable television, high-speed internet and telephony.

Through its media division, the company is engaged in radio and television broadcasting, televised shopping, magazines and trade publications, sports entertainment and digital media, powering some of Canada's best known media brands.

It has over 1,300 stand alone stores across Canada as well as kiosks, street front locations and stores in shopping malls.

The company has a dynamic and innovative approach to retailing and customer service, and is always looking for new ways to move forward.

The Challenge

Having previously used only sales figures to determine store performance, the senior management realised this gave them only part of the story. It was difficult to compare differently scaled stores and markets – Toronto versus the much smaller Vancouver, for example.

Tracking traffic and conversion would give them a far better picture of how individual stores were actually performing, and provide a sound basis for future planning and growth.

The Solution

The company was already working with Ipsos Canada, who recommended Ipsos Retail Performance, specialists in customer tracking and retail data analysis.

"The company needed to analyse footfall and conversion rates, to be able to look at the outcome and then make business decisions with a high degree of confidence that they were based on sound data," explains Peter Luff, President of Ipsos Retail Performance.

The proposed strategy included: tracking customer visits to stores; looking at areas such as employee scheduling in order to optimise staff time; planning store workloads; monitoring and measuring marketing campaigns and promotions designed to drive customer visits, and finally coaching employees on converting customer visits into sales.

As a result, the company would be able to review each store's conversion rates, individually and identify rising stars and poor performers relative to specific geographic regions and their other stores, and provide coaching where necessary. They would also be better placed to analyse the success of their marketing campaigns.

Ipsos Retail Performance recommended their customer tracking solution, Shopper Count, as well as a specifically tailored solution for counting and analysing footfall in the company's kiosks.

Kiosks pose a particular challenge; each one tends to be unique in terms of customer flow, and also they have no walls, doors or ceilings, making it hard for traditional counting solutions to capture sufficiently accurate data. To address this, Ipsos Retail Performance created a unique solution with highly tuned algorithms to provide rigorous results even in an open store or concession format.



IPSOS RETAIL PERFORMANCE CASE STUDY



What we did

Through a series of batched rollouts Ipsos Retail Performance installed footfall tracking technology in more than 700 outlets, and also set up the data processing, web portal and reporting system now in place.

Head Office and Store Managers have access to the web portal where they can pull hourly, weekly, monthly, quarterly or yearly reports. Store managers can view the data on a daily basis to enable quick decision making based on the latest traffic and conversion figures. Additional ad hoc reports are also available on request.

The Outcome

Monitoring traffic and conversion has given the company a more accurate, holistic view of store performance. The tailor-made, prototype solution devised for the uniquely difficult monitoring of kiosk performance was especially welcomed. It has already proved its worth and the company is committed to its further development.

The regular weekly reports provided by Ipsos analytics have given the company invaluable insights into store performance in near real-time, enabling them to respond with agility. Issues can be flagged immediately, root causes identified and appropriate preventative measures put in place straightaway, creating a stronger, more responsive operations model.

Following implementation, measurable differences have been seen in scheduling and budget efficiency, and possibly the most immediate noticeable benefit was the ability to identify top-selling employees, resulting in greatly streamlined operational processes, more efficient staff scheduling and better use of the staff budget. In turn this has led to increased customer satisfaction, a result highly valued by the company.



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About Ipsos Retail Performance Ipsos 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. You can find out more at www.ipsos-retailperformance.com.

About Ipsos Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.

With offices in 86 countries, Ipsos delivers insightful expertise across six research specialisations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €712.4 million (2,274m\$) in 2013.

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