

Integrated Shoe Retailer Case Study



Integrated Shoe Retailer

Situation: An Integrated Shoe Retailer's Senior Management Team engaged with First Insight in an effort to integrate real-time consumer insight data into their product development cycle in order to increase channel sales.

Critical Issue: The Integrated Shoe Retailer was losing market share in many of its highly competitive channels. They were having difficulty aligning evolving consumer style requirements with product design elements. For some of their nameplates, this limited their ability to sell into new retail channels or expand market share in existing channels causing downward pressure on margins.

Reasons: The Integrated Shoe Retailers' current in-store testing method was expensive and largely dependent on sales-only feedback in a limited store setting. The company did not do any consumer testing for some nameplates. Where consumer testing was done, it was inconsistent due to the nature of testing in different stores, different ways.

Vision: To select the "right" assortment that resonated best with specific customers, enabling the Integrated Shoe Retailer to achieve higher channel penetration. The company wanted to identify design elements that were saleable to customers identified with a specific channel because they understood that not all channel customers were the same.

We Provide: The investment guidance First Insight provided, enabled designers and merchants to make more accurate product development decisions based on direct-from-consumer valuation data. The speed and scale in which First Insight could generate preference and life cycle pricing information on products showed a measurable improvement to their current testing methods. In as little as 72 hours, the Integrated Shoe Retailer had the ability to gain an accurate, forward-looking view of the most profitable products to produce for specific retail channels.

Result: Increased sales and market share were directly related to customer-centric design choices provided by First Insight's platform. The improved process will represent a multi-million dollar value-proposition for the Integrated Shoe Retailer.