

A CONSUMER PRODUCTS & SERVICES CASE STUDY:

AN IMPROVED RETAIL EXPERIENCE



THE CHALLENGE

A subsidiary of one of the world's largest toy companies exists to celebrate the potential of girls age 3 to 12 – encouraging girls to dream, grow, aspire, create, and imagine. In efforts to support this mission, while aiming to be mindful of both quality and service, the company turned to Actionable Research for marketing research that could answer the following questions:

- Are customers satisfied with our brand?
- Are customers satisfied with their retail store experience?
- Why do customers return to our brand and stores?
- How can we improve the retail experiences of our customers?
- What can we do to help our customers have meaningful and memorable experiences in our retail settings?

THE APPROACH

Actionable Research designed a number of surveys to help the retailer answer their specific questions. To keep data relevant and fresh, surveys were redesigned and released annually. The primary goal of the surveys was to seek feedback from customers about where they believed the brand could improve their retail experience.

After working together with the company to ensure the data collected would meet their goals and objectives, Actionable Research modified, programmed, and hosted the survey. Links to complete the survey were distributed to customers on receipts from an in-store or at-kiosk purchase. Surveys were available for a set period of time, which was pre-determined by Actionable Research and our client. To get the most complete picture possible, there was no limit to the number of surveys that could be completed in that period of time.

When the pre-determined time period came to an end, Actionable Research grouped and analyzed the data, and then presented comprehensive, actionable reports to our client. While there are many potential ways to group customers, the results in this particular case were grouped by region, rather than retail store format. Regional grouping allowed the retailer to look at multiple store and kiosk results specific to areas of the country.



In addition to the results of the customer satisfaction queries, Actionable Research also reported on the customers' willingness to recommend the brand to others, and the attributes which affect that decision. With so many attributes that can influence such a decision, it can be difficult for some companies to find effective ways to report findings. Actionable Research methods successfully address this difficulty. In this case, Actionable Research used a four-quadrant graph to share survey results in such a way that our client could see in one graph the aspects both positively and negatively affecting their recommendation rates.

THE RESULTS

With the results of Actionable Research surveys, our client was able to use solid metrics to improve the retail experience of their customers, resulting in both increased brand loyalty and brand endorsement. Over the long-standing relationship this brand has shared with Actionable Research, the company has expanded and opened new stores to receptive markets. This is due, in part, to the marketing research which helped them effectively compete with similar companies.

Actionable Research can benefit your company too. Our research methods are specialized to the markets we work within. All of our projects are then customized and tailored to address the specific needs, goals, and objectives of each individual client. We have vast experience helping companies meet their marketing research needs. Contact us today to set up a brief, no obligation call to discuss your next project, and how we can provide you with research that is Actionable.