

intelligent analytics



## Success Stories:

### Thomas Pink

working with Ipsos Retail Performance



# Fashion Retailer

Retail Analytics systems give retailers an objective way of measuring their footfall, the starting point to transforming their business practices.

Industry Sector: Retail  
Geography: UK & US  
Service Solution: People Counting  
intelligent retail analytics  
platform/Benchmarking  
programme/Training Academy  
Strategic Partner: Ipsos Retail  
Performance  
[www.ipsos-retailperformance.com](http://www.ipsos-retailperformance.com)

## Organisation

Part of the Louis Vuitton Moët Hennessy group, Thomas Pink is a modern British shirtmaker with flagship stores in London's Jermyn Street, Madison Avenue, New York and Rue Francois Premier, Paris.

As well as shirts for men and women Pink carries a wealth of luxurious silk ties, tailoring, knitwear and accessories.

## Business issue

Thomas Pink has been a client with Ipsos Retail Performance since 2003. Traditionally they were monitoring footfall data alone, until recently when they began looking at how this affects Conversion Rate.

The team wanted Conversion Rate as a key KPI to drive the business, however the stores were not using the data available alongside the footfall reporting.

## Solution

With the accuracy of Irisys

thermal people counters to monitor footfall, Ipsos Retail Performance carried out a six-week benchmarking programme in one store to show the power of footfall data when combined with conversion rate.

After a four-week benchmark period, the store team embarked on a training programme and produced action plans to improve sales.

Based on the data provided, changes were immediately implemented in-store; including amending staff schedules to match the footfall patterns and changing staff shift times and breaks.

Sales in the store increased on average by +1.2% in just four weeks.

Following the benchmarking programme, Thomas Pink Store and Area Managers have attended the Ipsos Retail Performance Training Academy to gain a better understanding of the data and the insights it can give them.

[www.irisys.net/people-counting](http://www.irisys.net/people-counting)



## Quote

Aminur Rahman, head of retail operations at Thomas Pink, said:

"By putting all of our store managers through the Ipsos Retail Performance Training Academy, we've given them the knowledge and tools to drive their store's performance.

"Our staff now have the ability to assess the impact of footfall and conversion rate and, through the training they've received, they can identify opportunities and make changes immediately.

"We continue to see improvements in our conversion rate across our estate (one of our key KPIs), so we're delighted with the results."





**InfraRed Integrated Systems Limited**

Park Circle, Tithe Barn Way, Swan  
Valley, Northampton, NN4 9BG  
United Kingdom

T +44 (0)1604 594 200

F +44 (0)1604 594 210

E [sales@irisys.co.uk](mailto:sales@irisys.co.uk)

[www.irisys.net](http://www.irisys.net)

**IRISYS Americas**

One Glenlake, Parkway, Suite 700  
Atlanta, GA 30328  
USA

T +1 678 638 6248

E [sales@irisys.co.uk](mailto:sales@irisys.co.uk)

[www.irisys.net](http://www.irisys.net)