

## Axone's guide on Sales Intelligence - retailers

Retailers constantly endeavor to increase sales while controlling costs. This is no easy task. They learn as much as possible about consumers and their needs and search for ways to make one's customers happy. But without a rigorous method, it is quite easy to get off path.

Here is our four step approach to improve customer service and increase sales:

### Step 1: Observation, data collection and ratio calculation

- Measure the number of customers in your store (or web site) at various times (day/night, week days/weekends, holiday, special event).
- Calculate the **conversion rate** from visitor to customer.
- Determine the correct strategy: increase the number of visitors or increase the conversion rate or enhance customer loyalty.
- Observe customer behavior, particularly any signs of frustration.
- Collect data including the number of sales persons, their interaction with customers, waiting time at the cash and elsewhere in the store, etc.
- Measure how vendors spend their time: informing and guiding customers; explaining products and services; proposing products, etc. Calculate the **average time to serve one customer**. Measure the **interception rate** (% of visitors who have a contact with a vendor).
- Evaluate product display and visibility; establish the **absorption rate** (% of visitors who notice a specific product).
- Evaluate the effectiveness of glass showcases (esthetics, attractiveness, lighting intensity and orientation, matching of products with the types of passers-by, etc.). Note the **renewal rate of products**.
- Evaluate the store layout (product display, signage, lighting, elbow room, comfort, music, odors, etc.).

**Step 2: Statistical analysis, correlations and trends:** Data are classified and analyzed with the aim of discovering improvement opportunities.

**Step 3: Propose tests:** Based on the new insight, strategies are developed to meet your objectives. Small-scale tests are recommended to validate the strategies and reduce financial risks. The retailer makes the decisions as to which tests will be conducted.

**Step 4: Measure the results of each test:** The best solutions are quickly sorted out through the objective measurement of results.

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