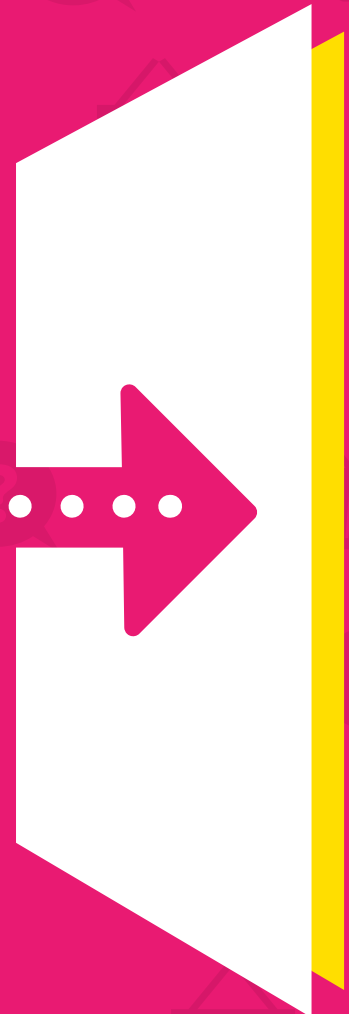


# Voice of the ~~Customer~~ Non-customer

Maximise £ sales opportunity by identifying  
reasons for non-purchase:

**Research for Retailers**



**MarketMeasures**  
INNOVATE | MEASURE | UNDERSTAND

APPLYING RETAIL EXPERTISE,  
CUSTOMER INSIGHTS & TECHNOLOGY

# Voice of the Non-customer



Maximising £ sales opportunity by quantifying the reasons customers leave a store without making a purchase.

Market Measures has developed “Voice of the Non-customer”, a research approach that fully understands the barriers and triggers to purchase. Moreover, a sales model precisely identifies the actionable £ sales opportunities for retailers to act upon to maximise non-customers’ conversion.

## Our Approach



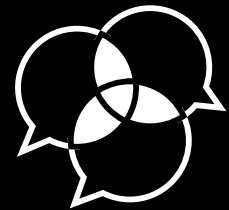
IN THE MOMENT STORE INTERVIEWS



BEHAVIOURAL ECONOMICS TECHNIQUES



OBSERVATIONAL ANALYTICS TECHNOLOGY



MARKET POSITIONING CATCHMENT INTERVIEWS

## The Deliverables

The key business metrics achieved, at store level, to enable £ sales optimisation:

- Customer conversion %
- Precise reasons for non-conversion
- Conversion model to prioritise action for maximising sales

Optional:

- Emotional drivers of behaviour
- Video observed behavioural data in-store

## Key Financial Benefits

The “Voice of the Non-customer” conversion model has been proven to yield immediate ROI via the specific initiatives identified to increase £ sales conversion and spend.

# A Case Study

Understand the reasons why a leading sportswear brand's new stores were underperforming against target and precisely identify the priority actions needed to increase sales conversion.

## Our Approach

Our approach was to conduct a two-part customer research project:

- A catchment survey of 800+ customers near 10 new stores: to understand the retailer's positioning in the market amongst the target consumer and to understand the issues affecting performance
- A store-exit survey of 1200 visitors in 20 new stores: to quantify lost £ sales opportunity by issue by store

## The Output

Wide array of business metrics achieved (benchmarked against the competition) at store level:

- Brand awareness
- Market penetration
- Footfall
- Customer perceived brand positioning
- Actual customer profile
- Customer conversion %
- Precise reasons for non-conversion
- Conversion model to prioritise action for maximising sales



## The Outcome

The "Voice of the Non-customer" conversion model estimated that sales conversion could be increased by 50% if the issues identified were rectified. Across 30 new branded sportswear stores in Germany, this enabled an increased sales opportunity of c200M euros per year.

In addition, new flagship stores were launched, in better locations, with the best target customer profile for this sportswear brand.

# 50%

ESTIMATED INCREASE IN SALES CONVERSION

# €200M

INCREASED SALES OPPORTUNITY PER YEAR

“

THANK YOU FOR THE EXCELLENT PRESENTATION YOU DELIVERED YESTERDAY. IT PROVIDED GREAT INSIGHT INTO THE SUCCESSES AND CHALLENGES WE ARE FACING IN GERMANY. IT OFFERS A SOLID PLATFORM FOR US TO DEVELOP A CLEAR ACTION PLAN FOR FUTURE EXPANSION.

CLIENT FEEDBACK

”

# A suite of research tools to help maximise sales

## IMPROVING SALES CONVERSION

*How do we increase our customer  
base and maximise conversion  
rates?*

Barriers to purchase  
—  
Emotional triggers  
—  
Observational analytics

## INCREASING EMOTIONAL ENGAGEMENT

*How do we measure emotional  
experience and affect customer  
satisfaction?*

Quantifying emotions  
—  
Linking emotions to drive NPS  
—  
Measuring subconscious effects

## DEVELOPING DIGITAL STRATEGY

*How do we understand and  
capitalise on digital trends ?*

Understanding the digital landscape  
—  
Digital attitudes & behaviour  
—  
Identifying digital opportunities

## COMPETITOR PROFILING

*How do we understand competitors  
and achieve competitive advantage?*

Profiling market spend  
—  
Brand emotional SWOT  
—  
Retail store performance

## INTERNATIONAL EXPANSION

*How do we develop a successful  
strategy for overseas?*

Understanding market dynamics  
—  
Identifying critical success factors  
—  
Multi-channel path to purchase

## MULTI-SOURCE DATA ANALYTICS

*How do I get 360 degree insights  
into my customers?*

Linking data sources  
—  
Applying advanced analytics  
—  
Maximising commercial impact

## STORE CONCEPT OPTIMISATION

*How do we inform the design of new  
outlets and the re-design of existing  
formats?*

Customer & competitor profiling  
—  
Using new observational technology  
—  
Range, branding and price

Find out more...

Visit [www.marketmeasures.co.uk](http://www.marketmeasures.co.uk) or call John Gurd on **023 8046 0922**