

IPSOS MORI RETAIL

HELPING RETAILERS BUILD A SUCCESSFUL
BUSINESS THROUGH INSIGHT

RETAINING &
GROWING
CUSTOMERS



OPTIMISING
SHOPPER
EXPERIENCE



MANAGING
YOUR
REPUTATION



The impact of the economic downturn upon consumers has increased the importance for retailers to achieve competitive advantage through insight across their business.

Ipsos MORI specialises in helping retailers to improve business performance by providing insights that address key business challenges affecting them. For example:

Retaining and growing customers

The impact of the recession is not short term – consumers have changed their behaviour and are increasingly discerning about where they shop. Now, more than ever, retailers need to focus on demonstrating value by understanding and delivering on customer needs. We help our retail clients make the right choices for their businesses in this challenging environment by putting customers at the centre of their decision making.

Optimising the shopper experience

Though consumers are becoming increasingly value conscious, retailers need to ensure they provide an inspiring shopping experience to differentiate their offering. In-store triggers can sometimes have

a significant impact on the shopping experience and can influence where and what shoppers buy. A thorough understanding of the shopper journey (pre and post visit to the store) and also what drives shopper behaviour both in-store and online, is therefore key for both retailers and manufacturers to ensure maximum conversion and sales.

Ensuring that you have the right products

Both retailers and manufacturers need to ensure that they meet consumer demands in terms of the range of products. Range is not necessarily limited to the type of products/ brands but also price, pack, variant or format choices shoppers can make. A right product mix is important to meet current customer needs and acquire more customers. It is equally important to explore need gaps and identify opportunities for NPD to meet demands.

Maximising the effectiveness of your advertising and marketing

As marketing budgets come under increasing pressure, the effectiveness of



every pound spent must be maximised. The impact of any planned advertising or marketing activity needs to be predicted, then measured and assessed. This requires an integrated approach across the entire marketing mix including TV/press advertising, direct communications, online media, in-store product promotions and pricing strategy.

Having the right multi-channel strategy

The online share of retail sales continues to grow. The internet is also an increasingly important source of information for consumers even when they ultimately purchase at the store. Retailers therefore need to have the right strategy in place across different channels and ensure these channels are complementing each other effectively to maximise overall sales.

Ensuring that your employees are engaged and effective

A retailer's employees are an important group of ambassadors and may even be customers themselves. However, first and foremost the employees are a direct interface with customers in-store and may

be responsible for anything from keeping the shelves stocked through to directly selling to customers. As well as having the knowledge, skills and training to do their job, they also need to be engaged and motivated to help maximise sales and performance. Engagement will also minimise absenteeism and employee turnover – and the associated costs of recruitment and training.

Managing your reputation

In the retail space more than any other, consumers are becoming increasingly aware of the corporate behaviour of the organisations that deliver their products. The retail landscape is littered with organisations that have experienced bottom line losses based on an erosion or rapid decline of their reputation capital. We are working with some of the world's largest organisations to provide insights that support effective reputation management – ensuring your corporate reputation is an asset in the eyes of the consumer line. We have the expertise to unearth and make sense of consumer and stakeholder views of your reputation.

FURTHER INFORMATION

Ipsos MORI has worked globally with some of the biggest names in retail for over 20 years. We have a dedicated network of retail specialists across the full range of research disciplines so that we can cover all your retail insight needs with expert and fully integrated solutions.

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ABOUT IPSOS MORI

Ipsos MORI is one of the largest and best known research companies in the UK and a key part of the Ipsos Group, a leading global research company. With a direct presence in 60 countries, our clients benefit from specialist knowledge drawn from our five global practices: public affairs research, advertising testing and tracking, media evaluation, marketing research and consultancy, customer satisfaction and loyalty.