

Case Studies

Sector: Apparel Retail



Audit Scope, Objective & Details



Objective: A leading financial services company wanted to its check customer experience across various parameters w.r.t. industry benchmarks

Audit Areas

- **Infrastructure & Ambience** – store exterior, interior, trial rooms
- **Employee Standards** – phone enquiry, staff grooming & behavior, product knowledge
- **In-Store Communication**
- **Merchandising & Display**
- **Process Adherence** – parking & security, product handling & trial, billing, returns
- **Customer Engagement** – need analysis, query handling, loyalty program

Audit Details

- Total Number of audits : **40**
- Walk-Ins per outlet: **2**

Shopper Profile

Shopper were selected based on client specifications:

- **Income:** Rs 12 lacs & above
- **Gender:** Mix of men & women
- **Age:** 28-50 years old

Our Approach



1

redquanta studied the parameters and designed the following process for the shoppers:

1. Visit the store
2. Browse through the products
3. Select and try clothes
4. Purchase an item
5. Return the item (in some cases)



2

redquanta prepared a detailed questionnaire focussing on the key areas to be measured during the audits



3

Shoppers performed the audit and filled the online questionnaire within 24 hrs. of completion of the audits

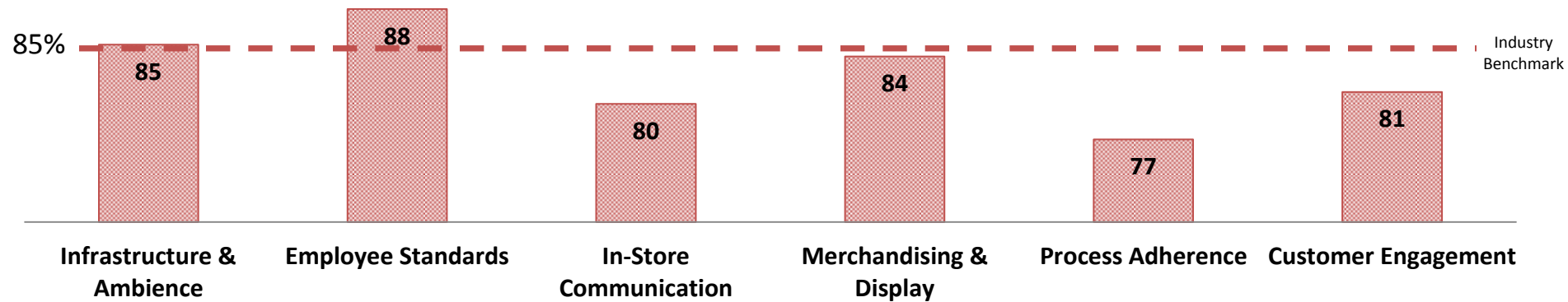


4

redquanta's team delivered the following:

- Weekly Status Reports
- Cumulative Result
- Macro and Micro insights
- Management Action Plan

Audit Results



Shopper Insights

“Some products that were on discount were not marked clearly – I had to ask specifically, and the staff had to check in the system before telling me”

“I was not assisted with trial of clothes – in fact there was no store staff present to help when I wanted assistance in getting a different size of the same thing”

Key Insights

- The in-store communication was not very clear – many shoppers found issues with finding the right product
- Most shoppers were happy with the staff behavior & interaction
- In 74% of the audits, the loyalty program was not introduced to the shoppers, which could have impacted future purchases

Management Action & Results



Management Action

- In-store communication was made more clear & an internal program was launched which would reward the store with the highest score on in-store communication
- Front-line staff were instructed to be more helpful to the customers – a points system was devised to keep track of store staff doing well on customer service
- Introducing the loyalty program was made mandatory for the front-line staff – a portion of incentives was linked to the number of new members a staff member signed up every month

Results

- **Improvement in customer satisfaction over the next quarter**
- **40% increase in sign-ups for the loyalty program over the next two months**

THANK YOU

GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR
DANKSCHEEN
TASHAKKUR ATU
YAOHANYELAY
SUKSAMA
EKHMET
TINGKI
BIYAN
SHUKRIA
GOZAIMASHITA
EPCHARISTO
KOMAPSUNNIDA
MAJKE
GRAZIE
MEHRBANI
PALDIES
BOLZIN
MERCY