

Rapid Insight Into The Impact of Different Sales Associate Strategies on Driving Shopper Conversion.

Background

A leading cosmetics retailer introduced a high-end cosmetics counter, which was part of a strategic drive to move up market. Traditionally, the retailer was self-serve, but their competitors relied on salespeople to sell high-end products. Before replicating their competitors' approach, the retailer wanted to **understand sales conversion with three different staffing levels:**

Level 1 – Self-Service: No employees are dedicated to assisting customers in making purchasing decisions

Level 2 – Roaming Salesperson: A salesperson roams the store and assists customers as needed

Level 3 – Dedicated Salesperson: One or more salespeople work the high-end counter and promote specific offers



Analysis

Extensive conversion analysis was conducted on all three scenarios. The following data was collected, tagged and time stamped for hundreds of shopping trips:

- Time in category
- Time between entering category and salesperson interaction
- Time with salesperson
- Type of consultation
- Products customer interacted with
- Demographics: age, gender
- Full sales funnel analysis
- Analysis of conversion correlation to every other factor

Results

Identified key salesperson behaviors and the correct staffing levels to maximize conversion rates and minimize labor costs. Estimated an **increase in sales of 5%**.

+5% Sales Lift



To learn more, contact us at:
info@reteltech.com
www.reteltechnologies.com
888-777-0407