

# ELECTRICALLY CHARGED LAUNCHES

## The challenge

A new electrical retailer had just opened several stores in the UK. In order to get the best possible result from their planned roll out, they came to Incite to get consumer insight with a brief to rectify any immediate problems and improve the template for future openings. Our challenge was to understand how each store could improve its performance along all stages of the buying process.

## The insight

We undertook several different pieces of work. To start with, telephone interviews in the local areas helped us to understand levels of awareness and understanding of the new stores as well as how much business was being stolen from nearby competitors. A series of accompanied shops uncovered perceptions of the stores relative to the competition and got us specific feedback on which elements could be improved. Finally, a series of exit interviews helped us understand which parts of the store were over or underperforming and where we needed to focus most effort in making changes.

The insight this achieved led us to make suggestions to modify the store format, ranging from what the outside signage communicated, through to what should be stocked, to where it should be positioned and how it should be labelled and supported by the staff.

## Client benefits

In an extremely challenging market, a further ten store openings took place using our new template.

Call Roger Banks on 020 7438 4950  
[www.incite.ws](http://www.incite.ws)



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