



Case Study:
Proposition Development in Professional Services

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Case study: Sales growth strategy for a Global electronics retailer...

Client	Global Electronics retailer
Issue	Declining revenues and sales conversion in a major category
Approach	<ul style="list-style-type: none">• White Space worked extensively with the client to deconstruct the category into 6 customer experience areas and 43 satisfaction drivers (see next slide)• Exit survey (n = 4,000) used to gain customer satisfaction data across the proposition and on output measures such as basket size, likelihood to repeat purchase and overall satisfaction• Mixed effects regression modelling on the survey data revealed the key causes of customer satisfaction and purchasing behaviour• Depth interviews were then conducted to gain further understanding of potential solutions in each of the identified key areas
Results	<ul style="list-style-type: none">• White Space pinpointed the true causes of customer satisfaction, loyalty and spend. Alongside an analysis of current customer satisfaction across the proposition, this allowed us to identify key improvement areas• Improvement roadmap delivered to client – Currently being implemented

Analysis Areas:

We divided our client's proposition into 6 customer experience areas and 43 satisfaction drivers...

Products	Pricing & Promotions	Staff	Customer Service	Store Proposition	Purchasing Options
Factor 1	Factor 12	Factor 21	Factor 27	Factor 33	Factor 40
Factor 2	Factor 13	Factor 22	Factor 28	Factor 34	Factor 41
Factor 3	Factor 14	Factor 23	Factor 29	Factor 35	Factor 42
Factor 4	Factor 15	Factor 24	Factor 30	Factor 36	Factor 43
Factor 5	Factor 16	Factor 25	Factor 31	Factor 37	
Factor 6	Factor 17	Factor 26	Factor 32	Factor 38	
Factor 7	Factor 18			Factor 39	
Factor 8	Factor 19				
Factor 9	Factor 20				
Factor 10					
Factor 11					

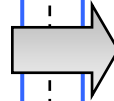


- 1** Questionnaire developed to gain customer satisfaction data on each of the areas listed above, as well as on overall satisfaction, basket size during last visit, likelihood to recommend and likelihood to repeat purchase
- 2** Data collected through store exit survey across 50 store locations (n = 3,000)
- 3** Data analysed using regression analysis to reveal the true causes of overall satisfaction, basket size, likelihood to recommend and likelihood to repeat purchase

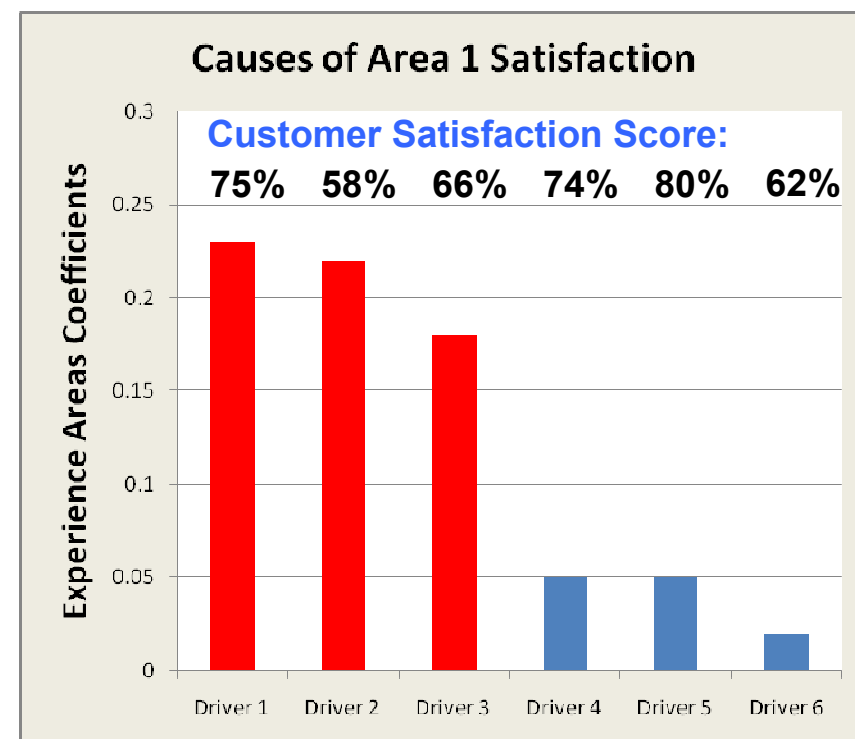
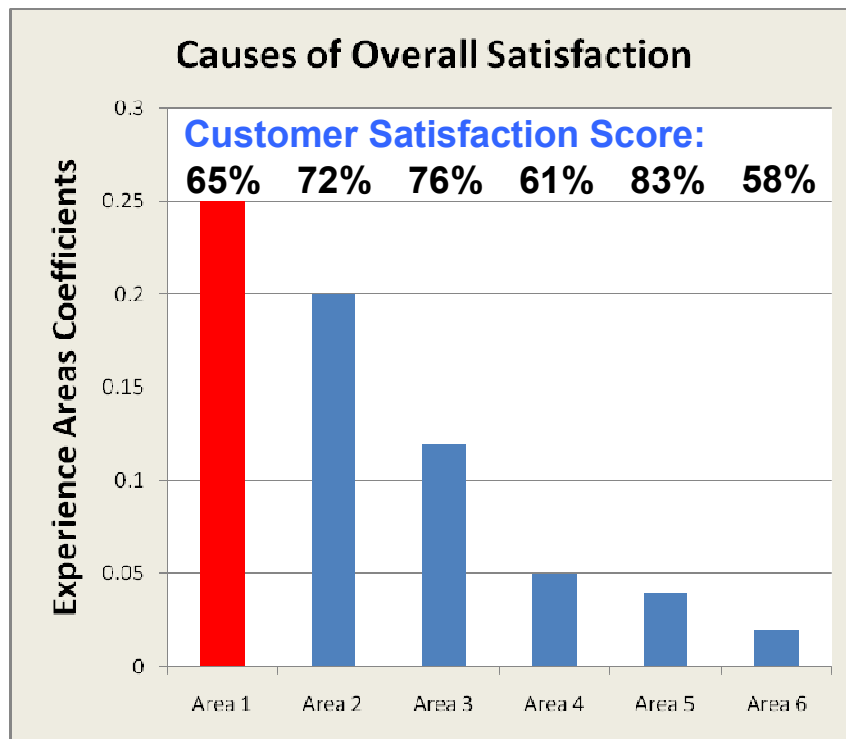
Statistical Outputs:

Regression analysis revealed the relative importance of each of the six customer experience areas and of each of the 43 satisfaction drivers underpinning them...

A 1% increase in satisfaction with Area 1 causes a 0.25% increase in Overall Satisfaction



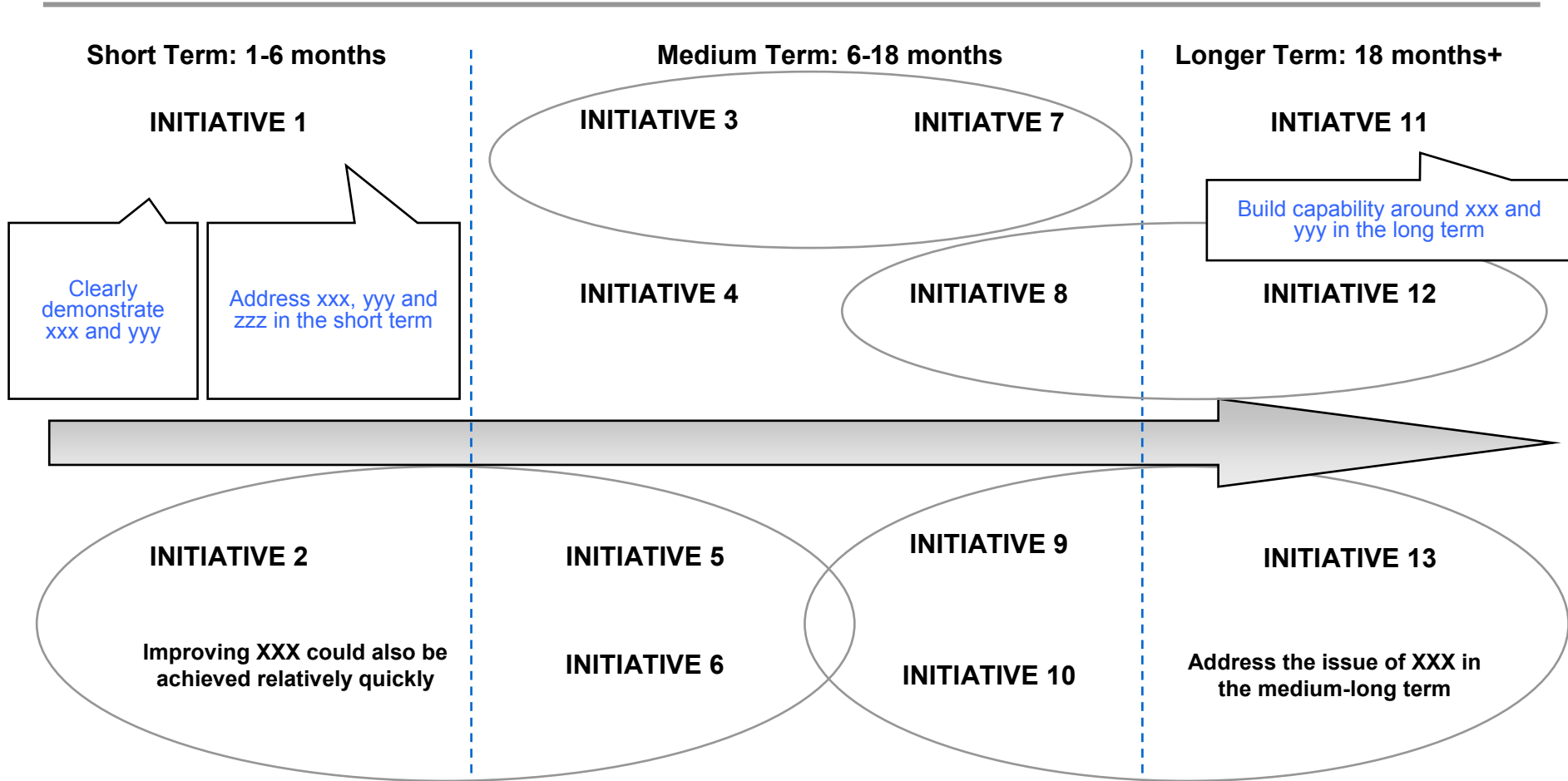
Drivers 1, 2 and 3 all have strong influence on satisfaction with Area 1



Conducting this level of analysis on all six Satisfaction Areas allowed us to pinpoint priority areas for investment and improvement...

Strategic Outputs:

We worked with our client's Board to develop a sales growth roadmap driven by our research...



We are currently working with the client's Board supporting implementation of this roadmap

