

DOUGLAS



CLEO Douglas Case Study

November 2020

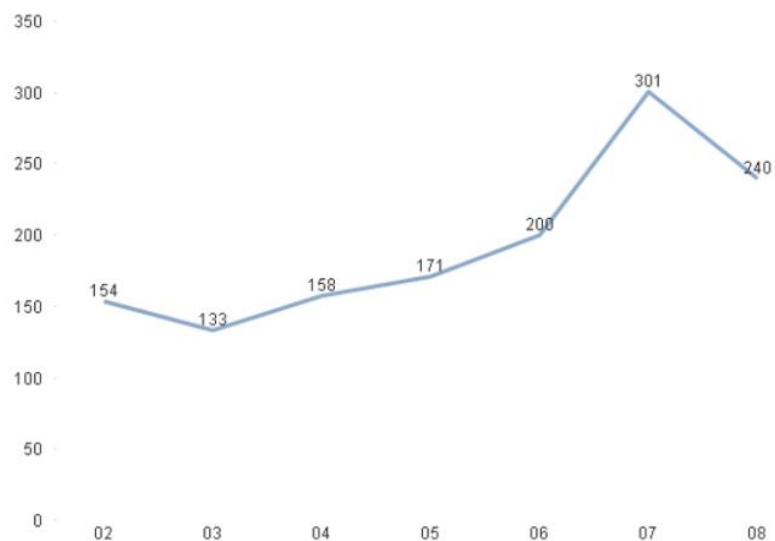


Purpose

In November 2020, Quickborn has engaged in a Pilot exercise with Douglas, a cosmetics retailer in Central Europe, to pilot CLEO, Quickborn's clienteling solution, in Douglas stores in Budapest, Hungary. The **purpose** of the Pilot engagement was to **gain insight into shopper's feedback about Douglas' services, products and overall shopping experience, using CLEO on a handheld device**. The objective of this exercise was to identify opportunities for quick and cost-effective improvements that lead to higher rate of sales in the stores, resulting in an increase in revenue.

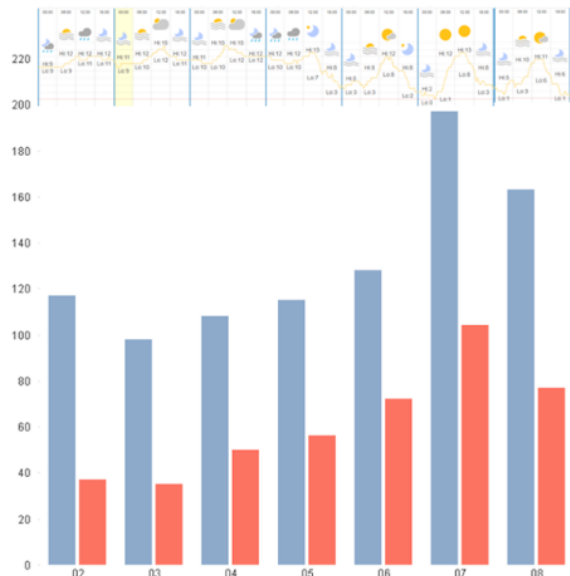
Service

Quickborn has provided CLEO with handheld devices, mobile phones, to personnel who for a duration of 1 week, engaged with customers in Douglas' store in Aréna, a premier shopping mall in Budapest, Hungary. The team's task was to **solicit feedback** from customers both based on a pre-defined scale about quality, and also in an **open-ended conversation** about what worked well and what could have worked better in the customer's point of view. The team has used CLEO on the handheld mobile devices to quickly and efficiently gather responses into a **central cloud solution** allowing for real time monitoring and analytics of customer feedback and store activity. Following the initial engagement with customers in the store, Quickborn's analytics team then collected all feedback into an analytics dashboard to study correlations between shopping behaviour and feedback provided by customers.



Initiatives

Based on information gathered by the store team, key correlations have been identified. Based on these correlations, potential improvements have been recommended, along with a forecast of impact and benefit in terms of revenue and client satisfaction increase, of implementing those recommendations. Recommended initiatives included **improving assortment from a re-stocking perspective**, to better meet advertised promotions and goals. Another initiative recommendation was to **introduce assortment management tools** to model and compare how different brand combinations would perform in short or longer term.



Overall, recommendations derived from customer engagements have helped Douglas gain additional **insight into customers' preferences** and opportunities to increase revenue.



Using CLEO, the store team has been able to **collect information efficiently and quickly**, giving Douglas the ability to interpret customer feedback in detail and make important observations for improving the business.