

CASE STUDY

Technology

If We Build It, Will They Come?

This tech retailer and manufacturer built a prototype Experience Store to entertain shoppers and keep them in the store longer. EnviroSell has an on-going relationship with this client and much experience measuring and fine-tuning its stores as they evolve. Many of EnviroSell's suggestions stemming from previous studies culminated in this new store design.

What

The Data	Control Store	Experience Store
Primary Mission	Service	Service
Time Spent in Store	Approx 7 Minutes	Approx 13 Minutes
Percent of Assisted Customers	29%	84%
Shopper Conversion	25%	33%
Time Spent with Associate	Approx 4.5 Minutes	Approx 9.5 Minutes

So What

The Experience Store outperformed the Control Store on several key performance indicators. In this case, the client's intended ROI on the new store was an increased time in store and increased product interaction. Both were met.

What Next

Key prototype elements were identified that should be integrated into all new store plans when a full recreation of the Experience Store is not practical or possible.