



Retail Solutions

Irish consumers will spend over €40 billion in Irish shops this year, and over €10 billion online. It has never been more important to segment your customer base, to map your customer journeys and to understand the key emotional and behavioural drivers of Irish shoppers. Our research solutions for the retail sector will help you reap the benefits of a growing economy in the years ahead.

amárach 
research

Case Study: Retail

Customer Requirement:

to understand the barriers to cross purchase between different categories in the store and to map the customer journey before/ during/after visit to understand the drivers of consideration and purchase.

Research Methodology:

instore intercept interviews in multiple stores with customers in different sections/departments/floors to segment the overall customer base by need state and competitor set, including assessments of out-store and in-store promotional and advertising materials.

Business Impact:

the research identified key customer requirements in relation to a 'click and collect' offering that allowed for online browsing but in-store collection when shopping.

Amárach's Retail Solutions:

- Exit surveys with customers/competitor customers
- Catchment area profiling, share modelling and sales forecasting
- Mystery shopping across store and digital platforms
- Loyalty programme evaluation and economic contribution modelling
- Employee engagement studies – qual and quant – and mapping to customer satisfaction and store performance
- Store layout design and instore experience research at pilot and rollout stages
- Shopper video diaries, vox pop testimonials and competitor visit evaluations

Clients for our retail research solutions have included:

**DUNNES
STORES**

eason

NEWSPREAD



Read our
'Seven Reasons to use Amárach':
<https://amarach.com/>

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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