



**accenture**

In-Store Optimisation Retail

*Innovation delivered.*

Retailers are responding to increasing customer expectations and industry competition by using customer insight to develop new store format strategies. Whilst initial trials are frequently successful, they rely on overstaffing and significant capital investment. Few retailers have succeeded in taking successful concepts and scaling them to large numbers of stores in a consistent and profitable way.

Through Accenture's experience in the design and implementation of store solutions, we have developed a series of innovative and proven practices which assist Retailers in addressing this complex problem. (See figure 1)

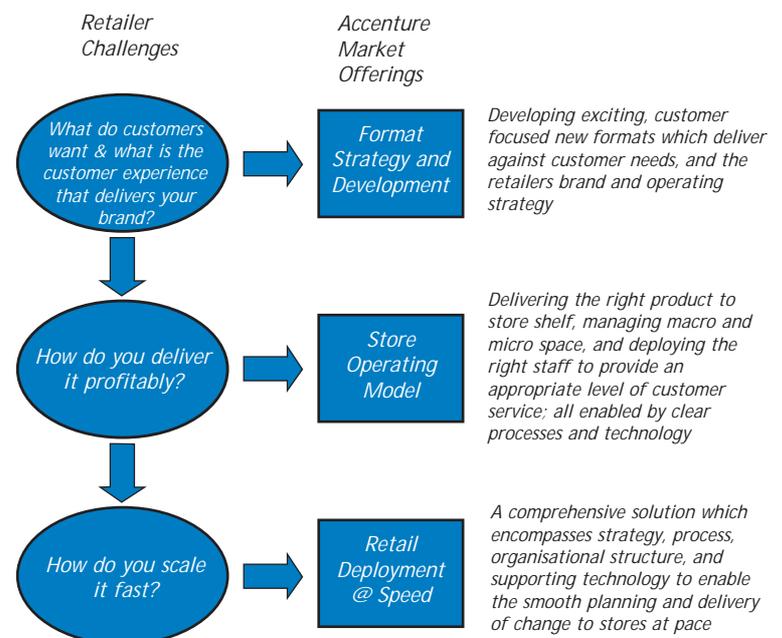


Figure 1

- Consulting • Technology • Outsourcing • Alliances

Accenture's framework covers key capabilities from concept through to execution in store.

### Format Strategy and Development

*What do customers want, and what is the customer experience that delivers your brand?*

The challenge for the retailer is to balance:

- Customer expectations, drawn from customer research and analysis
- The retailers' brand and business objectives, including growth strategy, market positioning and product offer
- Retail industry trends and innovation, for example; web technology, RFID

Using a flexible framework of store tactics, the concept is developed to reflect the retailers' priorities.

(See figure 2)

Figure 2

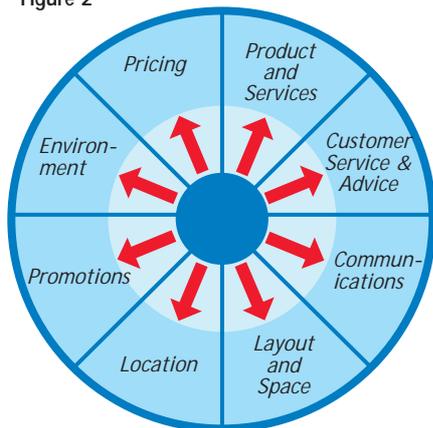
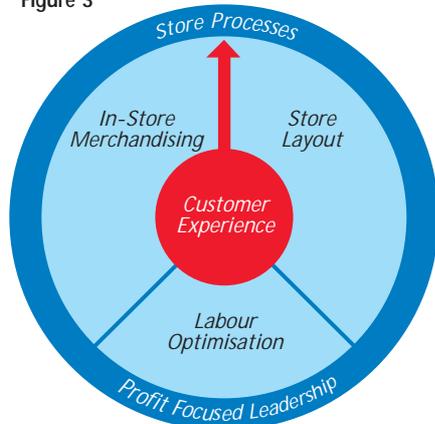


Figure 3



### Store Operating Model

*"How do you deliver it profitably?"*

Accenture's approach to the Store Operating Model encompasses:

**In-store merchandising.** The tactical execution of store specific ranging, visual merchandising and in-store supply chain to achieve profitable customer buying behaviour.

**Store layout.** Strategic configuration of store layout, optimising macro and micro space through use of supporting data and analytics.

**Labour optimisation.** A strategic approach to placing the right people at the right place at the right time to drive customer behaviour and profitability.

**Store processes.** The implementation of consistent ways of working which deliver right merchandising, product, people and leadership, enabled by appropriate technology.

**Profit focused leadership.** A holistic data driven leadership model driving financial results through rationalised decision-making with increased performance, capabilities, and tools.

**Customer experience.** As key input to the Store Operating Model, customer service goals are considered. This includes the design and implementation of a set of service behaviours that fulfill the brand promise to the customer at every touchpoint and add value to the products and services offered.

(See figure 3)

### Retail Deployment @ Speed

*"How do you scale it fast?"*

Retail Deployment @ Speed is a comprehensive solution to help retailers to plan and roll out the right changes to stores at the right time, in way that minimises disruption to store trading.

During the planning phase, projects are prioritised using a simple process involving key stakeholders. Trialling of initiatives is planned and managed to avoid conflicts, enabling benefits to be measured in a meaningful way. During execution of significant change, the business need to move quickly with new initiatives is balanced against the store's capacity to take on new ways of working.

### The Benefits of Accenture's In-Store Optimisation Approach

This integrated approach has delivered significant results for our clients; typically sales uplifts of 5%, improved customer and staff satisfaction, reduced staffing costs of up to 10% and reduced implementation costs and lead times by 20%. Example results include:

- Customer service proposition that 'brings-to-life' the brand promise to the customer and creates value
- Localised innovation and creative merchandising aligned with corporate strategy
- Optimised in-store supply chain management delivering increased efficiency and product availability
- Configuration of store layout/floor plan based on analytical data to drive space productivity
- Definition of space and design of departments and aisle (race track), enhancing customer conversion
- Placing the right staff at the right place and time for customers, driving service whilst containing costs
- Clear and measurable store processes and standards to enable staff to focus on the right activities.

Teaming with retail organisations, Accenture has combined the leading edge tools of our alliance partners, as well as our own research and consulting expertise to produce the In-Store Optimisation solution. To help your organisation manage costs while driving revenue growth, we can deploy our resources quickly and efficiently, bringing an exceptional blend of skills to complement your own capabilities.

For more information please contact:

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