GRASS ROOTS
inspiring people

New Look

Snapshot - involving staff to gain store buy-in to programme

CLIENT ISSUE

Founded in 1969 New Look is a prominent player on the high street with more than 610 stores in Britain and Ireland, 325 stores in France and Belgium (mainly owned by its **Mim** subsidiary) and 25 franchises in the Middle East and Russia.

Selling contemporary fashion New Look is conscious that its energy in bringing the latest designs quickly to market needs to be matched by the quality of the **customer's experience**.

GRASS ROOTS SOLUTION

We created the 'Snapshot' programme that incorporates mystery shopping principles and experience, whilst positioning them in a lively and interactive context. Snapshot began with a series of customer **focus groups** that identified key areas of importance - these were then incorporated in to the mystery shopping programme.

As part of the build-up to Snapshot, each New Look store was sent a camera so that staff could take pictures of what they considered to be their good and bad points.

A selection of these images was incorporated into the **programme launch** material that heralded the start of the mystery shopping and reporting.

We visit 650+ stores in Britain, Southern Ireland, France, Belgium and the Netherlands on a quarterly basis. Our mystery shoppers are briefed to evaluate the store environment, the standard of service on the shop floor, the fitting rooms and at the till. They also make a real purchase as part of their visit.

As the client is focusing on the international stores, additonal monthly visits are made to approx. 30 stores in France, Belgium and the Netherlands.

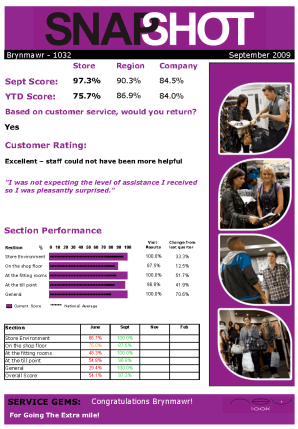
RESULT

By involving customers and staff in a constructive way at the outset, New Look was able to quickly gain **store buy-in** for Snapshot.

Post launch each store received a wallchart to display the graphical reporting. This keeps the programme **visible** to all staff and ensures that it remains a continuing topic for discussion.

'Snapshot' has shown Management that whilst customer service in the stores is consistently good, there is room for improvement. Since its launch, the programme has been enhanced to further encourage proactive and enthusiastic behaviour. Employees are now measured to see if they go 'the extra mile' during their interaction with customers.

As a result of the success of the programme in the UK and Ireland, it has now been rolled out to the other European countries.



"Stores took an active part in the launch and we are pleased that the programme is highlighting some useful areas for us."

Senior Operations Manager