

WHITEPAPER

Five data points every store team needs to fully engage customers and associates

Store teams need the right data to strategize with intention.

Store teams need good insights to strategize how to drive revenue and performance. But insights and important store metrics are typically buried in hard to decipher reports that store managers spend hours wading through to draw conclusions that are still subject to human error.

Store associates rely on managers for feedback on their performance and guidance on where to direct their focus to drive sales. This individualized information requires time to process, so accurate guidance can't be given on-the-spot.

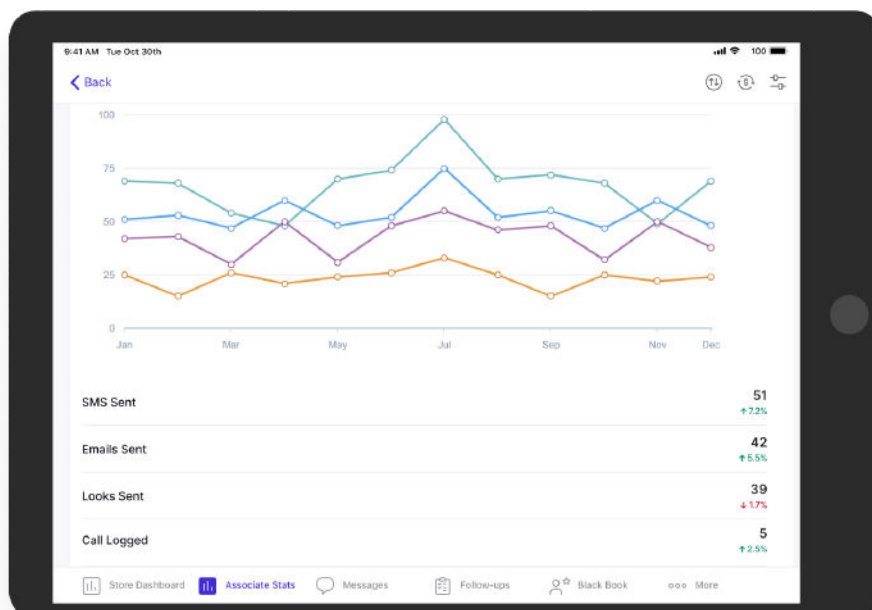
In order to fully be fully engaged, store teams need data that is accessible, accurate, and easy to understand. Here are five key data points that are fundamental in helping store teams engage more effectively to drive sales.

DATA POINT #1

Omnichannel influenced sales provide insight on outreach channel

Influenced sales are a north star metric for understanding the impact of associate outreach efforts. Breaking down omnichannel influenced sales by their different channels over time can provide great insight into which efforts drive revenue.

The data from live and historically influenced sales highlights which channels (i.e. text, email, Whatsapp, etc.) are more productive in specific locations. This information ensures no efforts go to waste, and every outreach is intentional.



View a timeline of customer outreaches sent by channel to identify trends at-a-glance.

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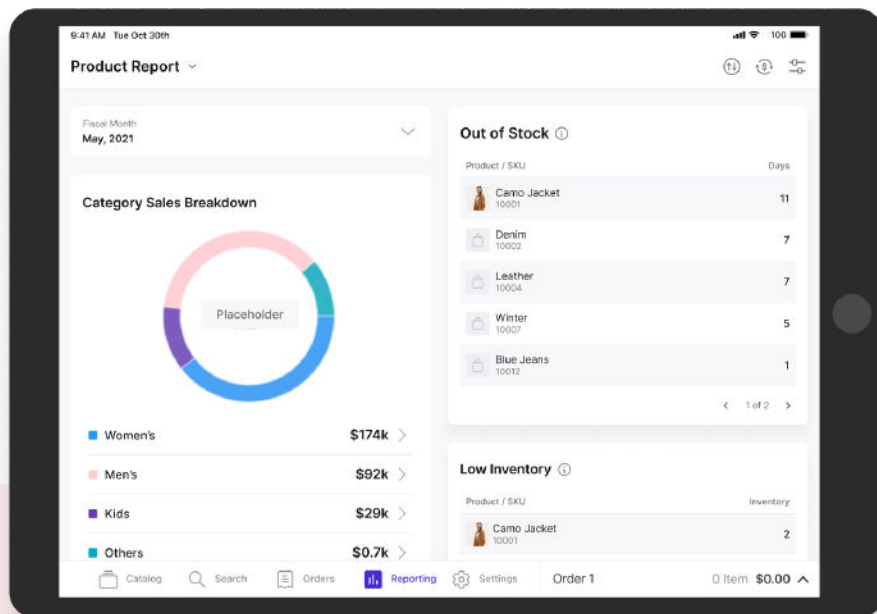


DATA POINT #2

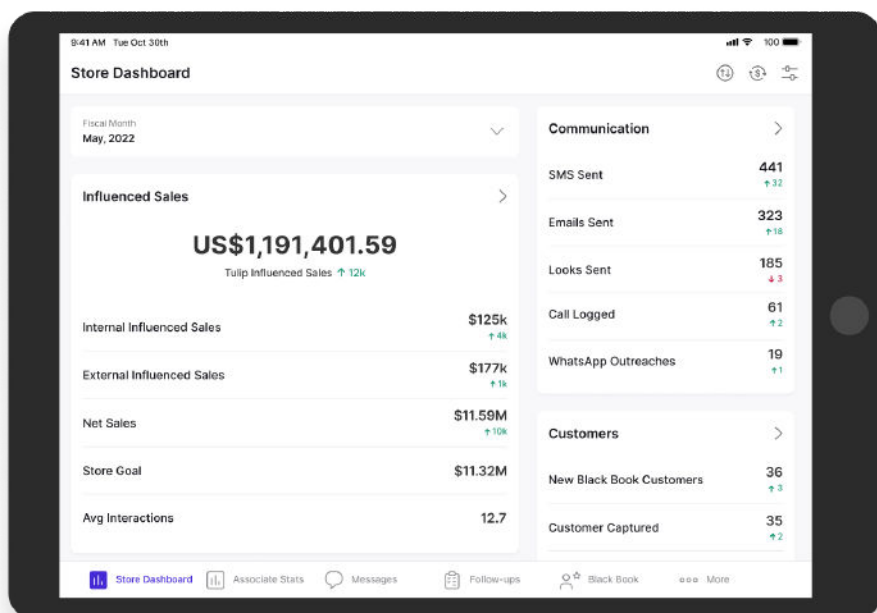
Influenced sales by product category identifies local expertise

Accounting for local expertise within the market is critical to a brand's success. Identifying the product categories that local teams are successful in selling can help determine who is a match for customers looking to buy those products, even outside of that location.

Associates in New York are probably more well-versed in wool coats than those in Miami. But a customer in Miami still deserves to receive the same level of expertise on their coat purchase, even if they're buying online. Knowing which stores and associates are proficient on specific products helps to connect customers with the expertise they need to complete their journey to purchase.



View a breakdown of sales by product category over a period of time.



View influenced sales and supporting metrics at-a-glance over a period of time.

DATA POINT #3

Averaging touchpoints helps keep outreach goals precise

On average, it takes about 8 touchpoints from a brand to close a sale, so ensuring you're following up with customers beyond the 4 walls of the store is critical. Metrics on the average pre-purchase touchpoints are fundamental for targeting the "magic number" for your store.

The outreach goals that managers set for associates need to be precise and realistic to what is happening in local markets. Determining the average touchpoints before purchase helps keep managers' expectations for store associates accurate and effective. When associates know how frequently to reach out, the customer-brand relationship stays consistent and valuable.

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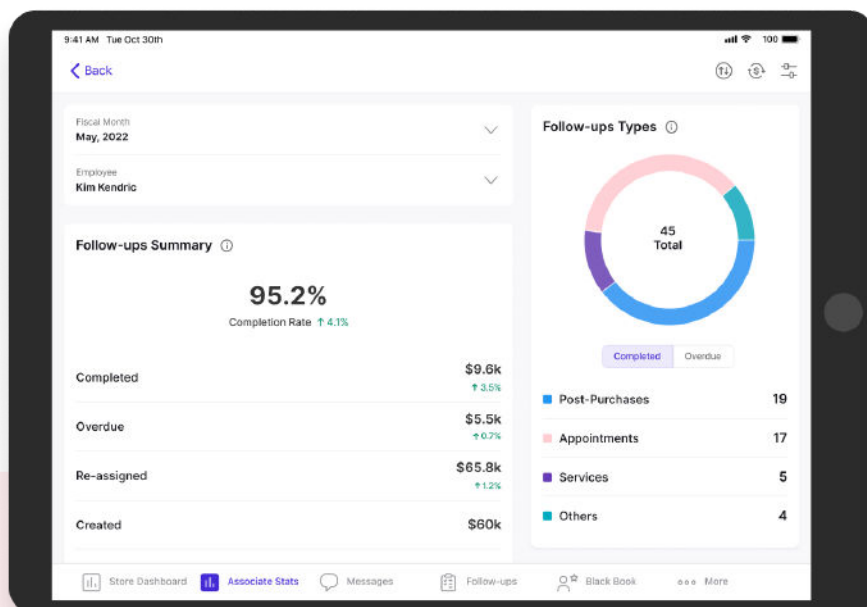


DATA POINT #4

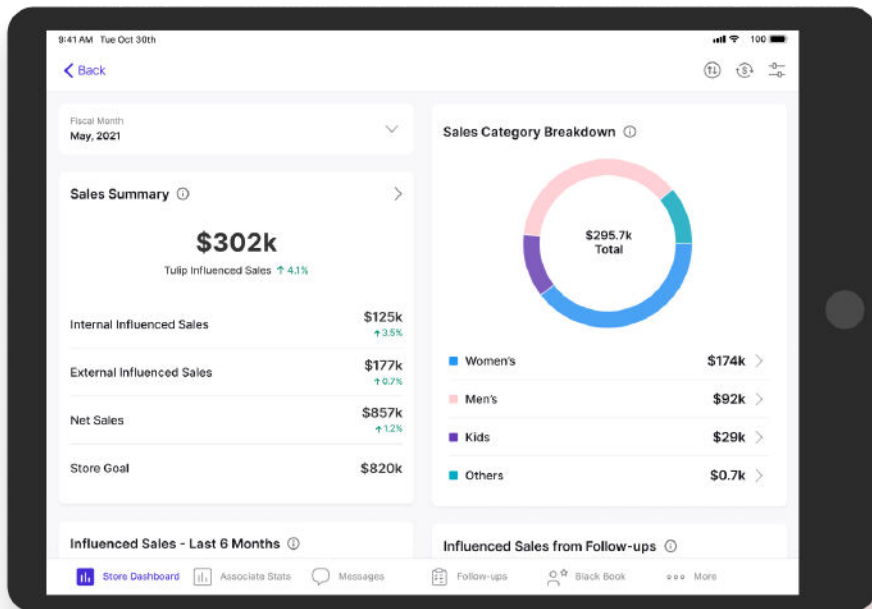
Associate data keeps accountability for personal performance

Associates shouldn't have to wait on their managers to see how they're doing, they need to see real-time if they're slated to hit their targets. Associates who are able to monitor their own performance keep themselves accountable for their own success.

Being able to visualize tasks, like follow-ups, that have been completed, as well as those that are overdue, highlights what associates need to prioritize to meet their goals. If the store is slow, associates can be proactive and check their dashboard to remain productive and proactive by fulfilling incomplete follow-ups in their queue to meet their goals.



View a summary of customer follow-ups including completed and overdue.



View an individual customer's sales data to identify patterns and trends.

DATA POINT #5

Sales summary spotlights behaviors and patterns in real time

Knowing your audience promotes more meaningful relationships with the brand. While stores as a whole may experience local purchasing trends, each individual customer will also have their own cycles and patterns.

The sales summary shows a timeline of when a customer has made purchases. Store teams can determine an individual's shopping pattern and identify holidays, birthdays, or an anniversary when they are most likely to make a purchase. With this data, associates can customize their outreach messages and schedule when they know the customer may begin their shopping journey in order to secure their attention towards the brand.

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Want to learn more about how to fully engage your store?

Book a demo today

