

National Retailer Doubles Guest Net Promoter Score; Increases Margin and Service Attach Rates

CHALLENGES

No dedicated national sales coverage

Missed revenue growth opportunities

Inconsistent guest experience

Situation

A national retailer wanted to expand our long-term, collaborative partnership to provide specialized, assisted sales service within the mobile ecosystem of their electronics departments nationwide. The goal of this new engagement was to increase sales while delivering a top-notch guest experience in line with the client's values and culture.

Our shared priority on people, giving back to our communities, and providing a stellar guest experience to both internal and external stakeholders, make our long-standing partnership a natural one.

Solution

MarketSource built an assisted sales strategy to drive mobile sales and lead customers to satisfied purchases. In addition, we oversee light merchandising, pilot programs, inventory control, and loss prevention for the retailer's electronics departments nationwide. We work closely with the client's vendor community to create brand synergies, improve sales, grow their brands, and increase their service offerings.

KEYS TO SUCCESS

Assisted sale strategy

Expanded service offerings

Vendor collaboration

Results

MarketSource has been a strategic, collaborative partner for more than a decade. Aligned around helping them achieve their goals, we regularly consult with the client on how to grow their business and adapt our model to meet their evolving needs.



12

year collaborative,
strategic partnership



300%

increase in service
attach rates



40%

increase in average
selling price



2X

NPS vs. traditional
mobile carrier stores

For example, our client was one of the few retailers that remained open during the pandemic. Our employees remained on their store front lines for the duration, serving side-by-side with them to overcome staffing shortages, allowing them to continue serving the community.

We've contributed meaningfully to improvement across multiple margin-impacting categories in the client's electronics and mobile products, increasing service attach rates for product warranties by nearly 300% and average selling price by over 40%.

In this engagement, we've helped the client scale and remain ROI-positive. We've also helped them earn guest experience net promoter scores (NPS) twice what traditional mobile carrier stores experience.



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MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and retail environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.