

Multinational Home Appliance Manufacturer Exceeds Revenue Goals and Increases Brand Awareness



WHAT WE DID

Brand Awareness
Experiential
Retail Operations



INDUSTRY

Home Appliances



RESULTS

240,000 Brand Impressions
40,000 Demos Per Month
<.04% Loss/Shrink
+18% Over Sales Goals
87% Net Promoter Score



Complex Brand Proposition, Limited Distribution Channels, and Lack of In-House Retail Ops Team Prohibited Iconic Home Appliance Brand From Growing Sales of its Expanded Product Line

CHALLENGES

Brand-customer disconnect

Lack of consumer education

Need to expand retail distribution channels

Lack of in-house store ops resources

[SITUATION]

A multinational technology manufacturer that sells its home appliances and personal products solely through branded experience stores needed to connect more directly with their end users to drive home their brand story and increase sales. A significant lack of consumer education about its technology-centered value proposition exacerbated the challenge.

The client also needed to launch two of their luxury products and expand their retail distribution beyond demonstrating in a few big box retailers to sell their entire product line across multiple channels.

The client engaged MarketSource to help them expand their retail sales distribution model from limited in-store retail demonstrations to 6 temporary pop-up experience centers in luxury malls and other high-traffic locations.



Custom, Turnkey Retail Operations Enable Launch of 5 Fully Managed Flagship Experience Centers

KEYS TO SUCCESS

- Process mapping
- Fully managed retail operations expertise
- POS system implementation
- Inventory management

[SOLUTION]

Our team's goal was to create a hands-on experience center that would allow customers to interact and get comfortable with and appreciate the technology underpinning the client's products. To ensure a seamless, efficient, effective sales process in the experience centers, the MarketSource program engineering team process-mapped the client's entire existing retail operation. This process surfaced the areas of the client's retail operation that could be problematic for the experience centers so program leaders could prioritize and address them and optimize operations. We delivered a complete turnkey retail operations solution from scratch that included associate recruiting and staffing, and the implementation of a POS system, inventory controls and tracking, loss prevention, and cash and credit card processing.

24K

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Real-World Results



+18% Over Sales
Goals



87% Net
Promoter Score



Less than .04%
Loss/Shrink

MarketSource launched the experience stores on schedule, including POS systems, inventory tracking, and a fully trained staff. During the measurement period, MarketSource delivered over 240,000 brand impressions and 40,000 customer demonstrations per month, putting the client in direct contact with its customers. We also managed inventory loss/shrink to less than 0.4%, and exceeded sales revenue goals by 18% across all locations, while achieving an 87% net promoter score (NPS).

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 B2C environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.