

**SPSL**

# Better by any measure

## ■ Summary

On every high street, in every town, competition is fierce. Major brands spend millions every year enticing potential customers through their doors, hoping the latest store layout, the latest promotional campaign, the latest products will result in sales at the tills. Analysing the performance of a store is a challenge, to provide valuable insight on over 560 million visits per annum to over 4,000 stores, in the UK alone, requires something special.

## ■ Situation

With over 13 year's experience, SPSL has grown to become the largest European provider of footfall-counting equipment and tailored analysis to retailers.

SPSL's end-to-end equipment design, manufacture, installation and implementation have ensured their clients benefit from accurate analysis of their business performance, based on knowledge, not guesswork.

SPSL's ability to provide stores with highly accurate customer traffic analysis in whatever timescales suit each client; is an obvious benefit to clients. When this data is combined with transaction values, retailers can measure the conversion rates of customers entering the store, plus the number of staff required at given moments during the day.

The integrity of their data analysis had enabled SPSL to achieve ISO9001:2000 accreditation. SPSL continually strives to raise the bar for retailers in their desire to measure, manage and improve their businesses.

*"We wanted to allow our clients the facility of answering 'what if?' questions in a dynamic way"* recalls Katherine Stewart, Account Relations Manager.

## ■ Solution

Working with the *FuseMetrix* system allowed SPSL's clients even greater control of their data. Before *FuseMetrix* the existing reporting format consisted of spreadsheets emailed to head office and individual stores. Although highly valued at the time,

with the benefit of *FuseMetrix* this static reporting has now been transformed to allow store managers to make bespoke comparisons via a dedicated website.

Clients can now draw down on any number of variables; for instance make comparisons between individual stores and comparing their performances region by region, and all in an instant. With secure access over a web browser to the reporting system, clients can control the level of access provided to their staff, from store managers, regional managers and head office.

*"The added flexibility of accessing data in 'real time, all the time' means that regional managers for our many mobile phone retailers can be aware of the latest conversion rates to Pay Monthly and Pay As You Go plans store by store, whilst still on the road"* remarks Katherine.

From individual promotions, merchandise, point-of-sale material, window displays and store layout, the speed at which clients can fine tune their offerings to the market place has increased significantly. The impact of different staffing levels on sales conversion can also be assessed and acted upon immediately.

## ■ Benefits

The time required by SPSL to analyse the daily data from the thousands of stores has reduced significantly.

*"I can't stress how much of a positive impact the website has had both within SPSL and also within our client's businesses!"* adds Katherine.

300 stores initially benefited from the enhanced reporting suite and this has now been extended to a large proportion of SPSL's client base as they demand the benefits of greater insight, in real time.

As more and more retailers turn to specialists in helping them understand how best to engage with their customers, SPSL with *FuseMetrix* stays one step ahead.

### ■ Key Benefits

- Data Management
- Campaign Management
- KPI Management
- Market Insight



*"FuseMetrix helps you gain and sustain, a competitive advantage"*

In the fast paced and dynamic environment of the business world success is dependant on sustaining a competitive advantage.

*FuseMetrix*, a browser based integrated office system provides decision makers greater control, insight and flexibility over their product or service.

A dynamic company wide solution incorporating Customer Relationship Management, Marketing, Sales, Human Resources, Accounts and Warehouse Management, *FuseMetrix* eliminates the need for costly hardware and differing software systems.

### One system, many advantages

- Greater control
- Greater accuracy
- Greater efficiency
- Greater agility
- Greater customer satisfaction
- Greater performance
- Greater growth
- Greater profitability

Successfully implemented across a variety of business sectors including manufacturing, retail, distribution, e-commerce, leisure, entertainment, healthcare and financial services, *FuseMetrix* has improved business performance amongst SME's and PLC's.

### Real time, all the time™

Secure web based access to your company's systems means that you are always in control, wherever you are in the world. The resulting business intelligence, gained in real time, enables you to create and exploit opportunities instantly.

Let *FuseMetrix* provide you with that competitive advantage.

**Call free 0800 043 50 40**  
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