



Helping create the
home you love

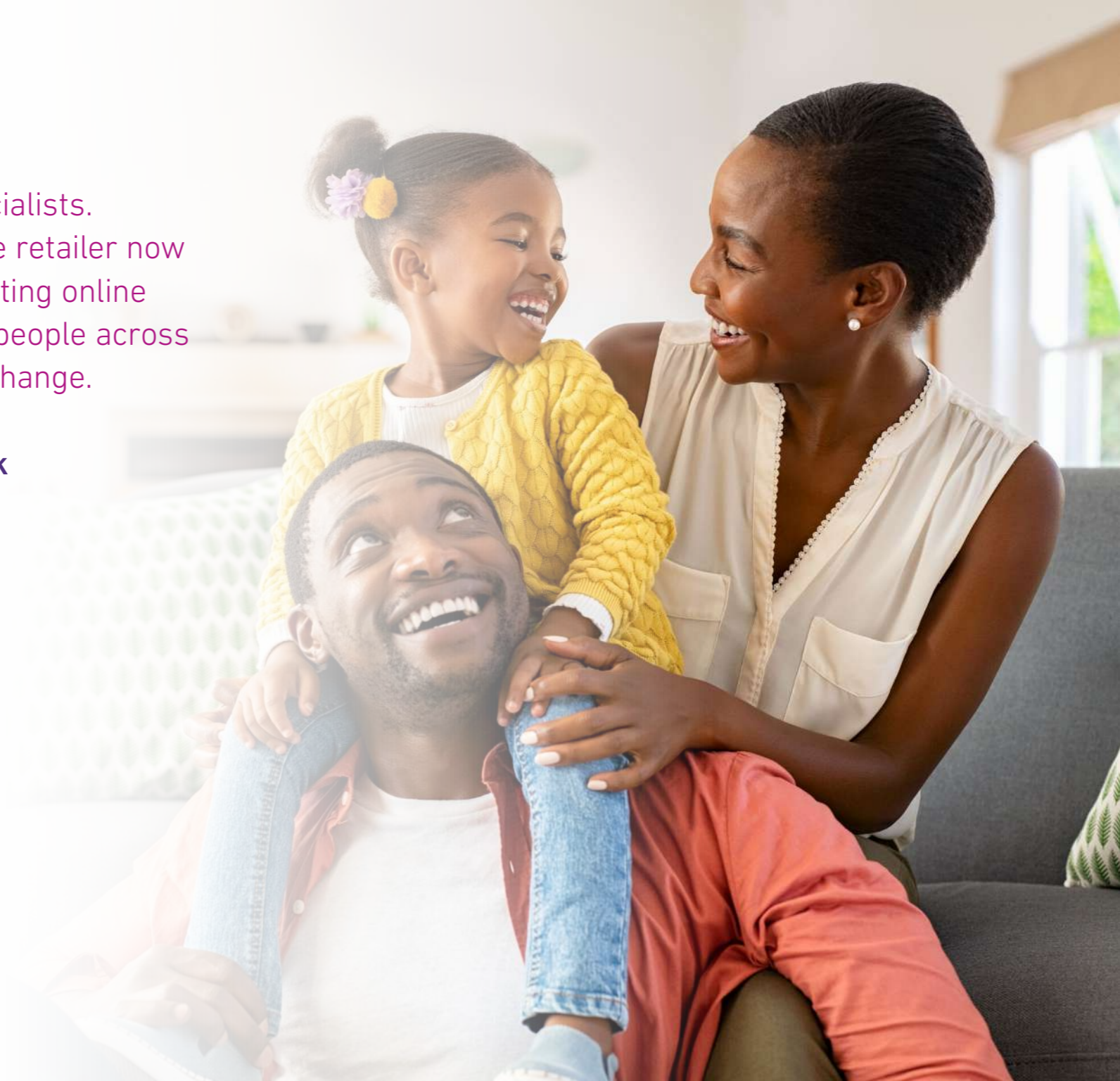
Using data and insights to inform
the ScS store location strategy and
strengthen customer relationships



Overview of Scs

ScS is one of the UK's leading sofa and carpet specialists. Founded in 1894, in Sunderland, Tyne and Wear, the retailer now has 100 stores across the country as well as operating online and over the phone. Today they employ over 1,500 people across the UK and are also listed on the London Stock Exchange.

For more information, please visit www.ScS.co.uk



Summary

The ScS growth plan focusses on widening their target market, forging stronger relationships with customers and investment into existing and new showrooms to improve customer experience.

To do this effectively, they needed to understand diverse demographics, and how their audience behaviours had shifted pre- and post-pandemic to shape their marketing & location strategy.

Solution

- **Experian's** Mosaic customer segmentation enriched first party CRM data.
- **Target** population extrapolated across existing and potential locations and retail parks.
- **Revenue** data analysis identified optimal locations based on catchment audience.
- **Mobility** data enhanced with Experian demographics provided additional confidence in revenue potential forecasts
- **Location** scorecard developed for location assessment and investment decisions.

Results

- **Collaboration** with Experian has led to the opening of two new stores, with more on the way.
- **Experian insights** were key in expansion decision-making.
- **Data-driven** model streamlined decision-making, quickly rejecting 90% of options.
- **Mosaic profiles** used to monitor demographic shifts during rebranding and launch of new ranges.
- **Insights** guided rebranding efforts and media activation strategies.

Objectives

ScS possess a good understanding of its core customer demographic, spanning a diverse group of aspirational homemakers, families, and retired couples.

During fiscal year 2021, they undertook a review of their group strategy, initiating a comprehensive diagnostic stage that allowed a detailed examination of their core strengths and areas of opportunity. Part of the growth plan, involved widening their customer base, forging stronger relationships, and injecting more investment into their showrooms to offer a more engaging customer experience.

The furniture retailer is now on a strategic path to grow its retail footprint, capture more customers and elevate its market share. Leveraging data intelligence and analysis of potential store performance are indispensable components in making informed business decisions and managing capital expenditure, particularly in the post-pandemic and high cost-of-living environment.





The solution

ScS are long standing Experian Mosaic users, enriching their CRM data base to drive insights into target customer segments and the types of products they buy. With their view of the UK population, Experian analysed the ScS target audience across the catchment areas of ScS's retail parks, spanning both existing and potential locations.

By utilising existing store revenue data, performance was correlated with existing sites to help pinpoint the optimum future locations for potential exploration. The analysis also considered the potential cannibalisation of sales across current stores as well as competition density. Furthermore, Experian leveraged retail location mobility footfall insights into the model to get a view of pre and post pandemic statistics to assess current location pull.

Experian delivered a flexible store potential scorecard which has been instrumental in aiding ScS to assess potential locations and predict their performance. This data remains a key element in capital expenditure board packs, informing property investment decisions. A shortlist of sites of interest were further validated through a deeper dive into mobility trends linked to demographic insights to give further confidence in the store investment decisions.

Results

The collaboration with Experian, enabled ScS to move at pace, achieving early success in their growth strategy.

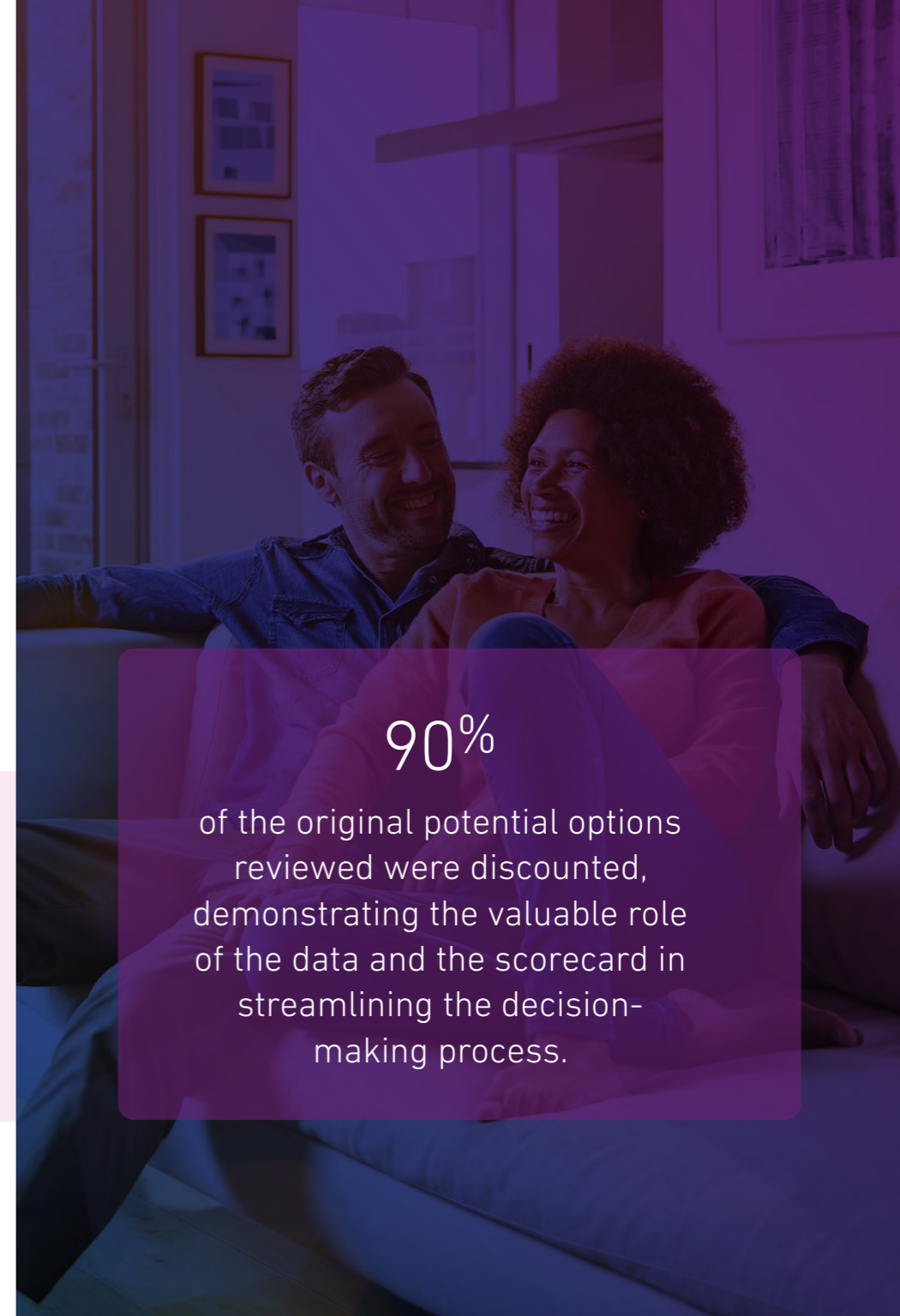
The insight from the Experian project played an instrumental role in securing commitment to open two new stores already, with a number more undergoing further exploration. 90% of the original potential options reviewed were discounted, demonstrating the valuable role of the data and the scorecard in streamlining the decision-making process.

Furthermore, as ScS explores new locations, undergoes rebranding, and introduces new product ranges, they continue to monitor potential shifts in their core demographic through use of Mosaic profiles and customer data. By actively utilising Experian's data, ScS has gained a deep understanding of how their rebranding and product range refresh has appealed to a broader customer base, while also retaining their core customer base.

The rebranding effort, driven by a new marketing agency, aimed to refresh the brand image. This decision came following customer focus groups' feedback, suggesting that the previous advertising strategy was devaluing the product. The updated customer profiling has shown that while there is a core demographic, there is also an opportunity with new demographics, which helped inform some of the messaging. These insights have been crucial in informing media activation strategies.

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In a testimonial, Marie Liston, Corporate Services Director at ScS, praised the project, saying:

“

The valuable insights provided through our collaboration with Experian have been instrumental in shaping our growth strategy and contributing to the refresh of our brand. The data-driven approach has allowed us to make informed decisions about our expansion, identify new opportunities, and ensure that our brand evolves in line with our customers' needs and preferences.”



Get in touch to find out how we can help your business

Understanding and communicating with the right consumers with the right message is critical for the growth and success of any organisation. Experian insight enables organisations have more meaningful interactions with relevant audiences, consistently, across a range of offline and digital marketing channels.

Contact us on businessuk@experian.com



Registered office address:
The Sir John Peace Building, Experian Way,
NG2 Business Park, Nottingham, NG80 1ZZ

www.experian.co.uk

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