

Improve your customers' experience and gain customer insights

Initial Results of the 2004 European Benchmarking Study for Mid-sized Retailers

The study:

The study surveyed a representative sample of retailers in France, Germany, Italy and the United Kingdom.

It was based on interviews with sales and marketing managers working in mid-sized retail organisations employing between 50 and 1,000 people, as well as with selected company IT specialists. The survey was conducted during January 2004.

Market research specialists IDL:

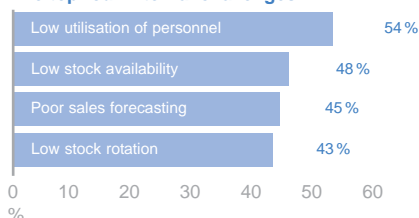
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The findings:

The results of the study have been summarised in a 12-page report that not only outlines features specific to national markets, but also paints a picture of overall developments in Europe's largest economies. The following abstract gives you an indication of what the report has to offer.

The top four internal challenges



The biggest internal issues confronting the retail sector

In a European context, the top two challenges confronting retailers are low rates of personnel utilisation (54% of all interviewees) and low stock availability (48%). But retailers worry almost as much about poor sales forecasts (45%) and low stock rotation (43%). Find out more about the problems your competitors in the UK are contending with in the complete 2004 IDL Retail Report.

The four key customer-side issues



Significant customer-side issues

The top four customer-related challenges are given very similar weightings: low customer loyalty (44%), low knowledge of the customer (44%), insufficient customer promotions (44%) and below target sales margins (42%). For more on the view from the UK, read the 2004 IDL Retail Report.

How do you measure up against your competitors? A fast, effective and free online benchmarking tool is available at www.intechology.co.uk/retailbenchmark. This site also contains a link to a download version of the IDL Retail Report.

Middleware is Everywhere. Can you see it?