

Wireless Service Provider Sells 20 Million Units, Improves Customer Acquisition Cost by 24%

CHALLENGES

- Declining sales volume
- Inadequate in-store brand presence
- Brand competition

KEYS TO SUCCESS

- Wireless sales experts
- Associate and manager training
- Location intelligence-driven coverage model
- Workforce optimization

Situation

A national wireless service provider wanted to increase sales within a multinational retailer's US stores and drive more customers to their products and services. The client engaged MarketSource to increase daily sales volume while reducing cost per incremental unit (CPIU). We were also tasked with building and maintaining the client's brand presence in a retailers' stores, where they were competing against multiple brands' products.

Solution

MarketSource deployed an in-store assisted sales solution with part-time wireless sales experts (WSEs) in over 800 retail locations. The WSEs met customers where they shopped, whether in the electronics department or at storefront. We built partnerships with the retailers' associates and store managers and provided training and job aids to ensure sales momentum would continue even when MarketSource reps weren't on site.

To determine which locations offered the highest potential for rep impact and incremental sales expansion, we conducted a thorough analysis of historical sales data, traffic data, Esri™ location intelligence data, as well as benchmarking against our experience in selling other products in this retailer's stores. Based upon each store's market criteria, we created a profile tier for every location, assigning an ideal staffing level for each store according to its tier (i.e., A-tier locations = 30-35 hours, B-tier locations = 25-30 hours, etc.).



20M
device sales



2M
incremental
device sales above
normal volume



24%
improvement
in customer
acquisition costs



95+
ratings on client
feedback surveys
for innovation and
thought leadership

As the program progressed, we refined our staffing/coverage model with detailed and updated sales and inventory data.

Our unique staffing model and agility enabled us to hire the right people, place them in the optimal locations at the right time, target their hours with precision, and train them not only on the client's products but to become brand ambassadors and build critical relationships with the retailers' associates. These critical relationships resulted in associates referring customers to our client's products more often.

Results

MarketSource is approaching our seventh year serving this client. In that time, we've achieved incremental sales at an increasingly efficient rate year-over-year, resulting in 20 million in device sales, 2 million incremental device sales above normal volume, a 24% improvement in customer acquisition costs, and 95+ ratings on client feedback surveys for innovation and thought leadership.

While the client engaged us primarily to sell, our presence in stores has created a service halo effect, leading to expansion of our engagement beyond its primary scope to solve problems they weren't initially aware of. This included:

- Countering competitive intrusion – Being present with and earning the hearts and minds of customers throughout the buying process so competitive sellers were less likely to flip the client's customers.
- Brand launches – We train associates and educate customers on new devices and support large launches to make sure new products get traction in store.
- Merchandising – We optimize displays to prevent poor displays from presenting the customer with a negative brand image, which could negatively impact sales.