

Retail Checkout Experience Assessment & Benchmarking

This client is one of the world's largest footwear and apparel retailers in the world with revenue over \$50B, more than 80k employees, and more than 1,000 stores globally. The client is embarking on a journey to optimize their value store operations to become the industry leader in the space. A key area of focus was around improving the end-to-end checkout experience, ranging from the queue to the checkout process itself, in order to raise conversion and improve the overall shopping experience in the store.

The client engaged Clarkston to conduct a competitor market assessment of queue and checkout management to identify leaders in the space and develop a best-in-class model for the end-to-end checkout experience at value stores.

The assessment included visiting both the client's as well as competitor stores to collect qualitative and quantitative data to evaluate the checkout experience. Examples of the qualitative data captured included queue design and structure, line busting processes, checkout area design, checkout exception management processes, and overall store design, as well as general observations of the stores, including highlights and challenges. The quantitative data consisted of a time study of measuring checkout durations and queue wait time, in addition to metrics like number of active registers, total number of transactions, and maximum line length.

Retail Case Study

PROJECT OVERVIEW



INDUSTRY



Retail

PRODUCT AND SERVICES



Footwear and Apparel

PRIMARY OBJECTIVES

- Develop a best-in-class model for end-to-end checkout experience within the value retail space
- Benchmark the client's checkout experience against competitors
- Identify quick wins and strategic priorities for the client to improve their operations

RESOLUTION

- Collected more than 3,000 data points from 100 stores across 13 different metro areas using a custom AI-generated app
- Using a custom AI-generated app, collected over 3,000 data points from 100 stores across 13 different metro areas
- Utilized Clarkston's AI Recommendation Engine (CLAIRE) to support the data analysis, including identifying trends and insights by connecting qualitative observational data with the quantitative data
- Benchmarked the client's value brand compared to their competitors and benchmarked their individual stores compared to each other to identify high-performing stores
- Developed a data model using inputs such as average checkout time, transactions per store, and cart value to model the total opportunity value for improvements to average checkout times

KEY BENEFITS

- Created a prioritized list of recommendations including quick wins and strategic opportunities to help the client decrease average checkout time, reduce queue wait time, and increase customer satisfaction
- Client gained valuable insight into the landscape of value retail overall
- Gained a deeper understanding of how their value-brand stores perform compared to their competitors

KPIs

- 3,000 data points collected
- 100 stores across 25 brands and 13 metro areas analyzed
- Potential for \$17M of increased revenue with just a 1% reduction in checkout time

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