QlikView

TED BAKER DATA REPORTING SUITE IS DRIVEN BY QLIKVIEW

"The wealth of data we now have on our customers through QlikView has changed the way we develop and run our marketing communications. The extensive customer insight means we can proactively build and drive more results-oriented campaigns."

– Craig Smith, Brand Communication Director, Ted Baker

TED BAKER
LONDON

Ted Baker, founded in 1988 is one of the fastest growing lifestyle brands in the United Kingdom. It offers customers a wide range of collections including menswear, womenswear, accessories, fragrances, footwear, eyewear, jewellery and watches. Today there are more than 250 Ted Baker locations in 22 different countries with new stores opening regularly — most recently on Fifth Avenue in New York. Annual sales top £200 million, the brand's Facebook page has over 67,000 fans and it has close to 9,000 followers on Twitter.

QlikView pivotal for increased sales and revenue

Ted Baker's brand marketing team wanted to increase in-store data capture as part of a drive to improve knowledge of the brand's customer base, communication and targeting, with the ultimate aim of increasing relevancy, sales and engagement.

Previously, Ted Baker was collecting data from all stores in Excel spreadsheet software and using BusinessObjects to report on sales. What the marketing team needed was the ability to see which customers were making the purchases to help them to use this insight to recruit more customers.

The marketing team faced the challenge of getting sales assistants and store managers on board so that they could understand the benefits of collecting customer information, even if it did not necessarily impact on their own sales targets.

In March 2011, QlikView Partner dbg, which specialises in marketing database solutions such as insight and analysis, database construction and communications strategy, began working with Ted Baker to implement its reporting suite, driven by the QlikView Business Discovery solution. Due to its longstanding partnership with dbg, QlikView was the only solution Ted Baker considered. It was delivered quickly over a period of 12 weeks, from initial discussions to live deployment in two different reporting flavours – Rolling Data Report (RDR) - a simple in-store data collection report, and Reporting Studio - a more complex tool that analyses everything from customer demographics to sales and email campaigns.

Working with TedsNewBestFriend

The RDR works with 'TedsNewBestFriend '- a programme that incentivises sales assistants to capture customer data in store. Customers can sign up to marketing communications by completing a form. Store managers enter the data directly into the database through a web portal.

Sales assistants have sign-up targets and dbg sends out weekly reports, pulled directly from the RDR, allowing area managers to rank the stores' data capture performance, monitor compliance and measure new customer acquisition.

dbg

QlikView Business Discovery draws on any form of data from multiple or disparate data sources and analyses them through customised applications and dashboards through easy to use graphical interfaces. From a Ted Baker user perspective this translates data into knowledge and customer insight. QlikView is designed to be agile, flexible, and mobile. It increases workplace collaboration between colleagues and allows users to make informed decisions in near real time—a vital element in today's consumer driven retail marketplace.

Craig Smith, Brand Communication Director, Ted Baker, says: "Our reporting suite - driven by QlikView – has helped to increase in-store customer data capture by over 60 per cent."

"Unless your communications are customer centric and focussed on giving them exactly what they want when they want it, then you are going to struggle to develop a meaningful brand. The power is going back to customers and they have high expectations. We are hoping to take advantage of the iPad development."

"The wealth of data we now have on our customers through QlikView has changed the way we develop and run our marketing communications. The extensive customer insight means we can proactively build and drive more results-oriented campaigns."

Smith continues: "With QlikView, dbg has helped us to map our customers and sales through different outlets and distributors. They are bringing all our customer data together from multiple sources—email, in-store, web analytics, mobile, gift cards, and historic sales using QlikView Business Discovery as the umbrella solution."

"We can now swiftly analyse this information to find out how our customers behave, segment them, and to guide ever more targeted multi-channel campaigns."

Campaign results demonstrate added value with QlikView Business Discovery

Recent campaign results demonstrate the value of QlikView Business Discovery software to Ted Baker. The Ted Baker UK shopping event in November 2011 generated 17,237 discount code downloads, profiles for 16,330 new customers for its marketing database, and contributed to an increase in on-line sales by nearly 50 per cent for that month, versus the previous month. The Ted Baker Halloween competition in October 2011 generated 980 entries resulting in 959 new customer profiles for its marketing database.

Using QlikView Business Discovery, Ted Baker now has a single customer view and the ability to perform comprehensive analysis and reporting of data on over 1.2 million shoppers and prospective customers, delivering unprecedented insight into their profiles and spending behaviour. These customers are then segmented and focused engagement is performed through ongoing marketing communications including online competitions and customer events

Smith concludes: "QlikView measures campaign impact identifying trends and tracking customer behaviour, for example, sales by date, gender, location, transaction values, and product category."