

Jump-Starting Revenue Growth

A leading national retail apparel chain with aggressive revenue goals hoped to increase overall earnings by improving conversion rates, boosting the number of units per transaction, and raising the average daily transaction rates in each of its 400 stores.



Solution: Associate Training/Brand Audit

StellaService trained the client's store-level associates to comply with a set of key behaviors, each designed to increase sales. These behaviors included tips around suggestive selling and a strategy for offering customers a store credit card. This training was followed by high-frequency mystery shops to measure compliance and build a set of actionable data to identify additional opportunities for improvement.

Results

Through training and consistent follow-up, the client was able to achieve its revenue targets. **Credit card solicitations increased 14% over an 18-month period, which resulted in nearly \$1 million in additional revenue. Suggestive selling increased 27.3% during the same period, generating an additional \$8 million in incremental store sales.**