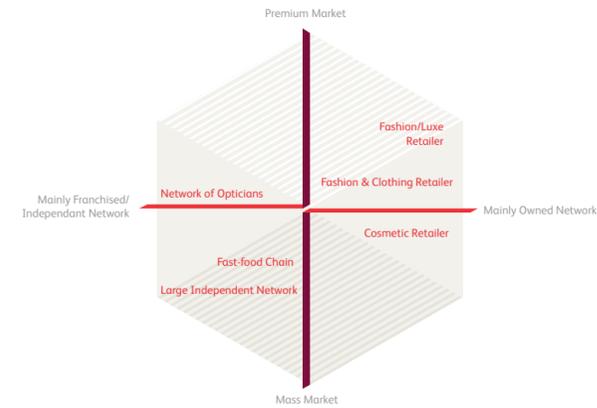


## How we've helped our clients

We have helped clients in a mix of premium and mass markets and with a range of owned and franchised/independent networks:



### Enabling a cosmetics retailer to gain a real understanding of performance at the point of sale

800 stores  
KPI: sales/m<sup>2</sup>  
1500 data points analyzed

**Experience told them:**  
Average customer basket influences point of sale performance.

**Instinct told them:**  
This no longer applies for some customer segments and points of sale.

**Our solution revealed:**  
Specifically for stores in shopping centers, average basket is not significant. What matters is to increase traffic and recruit 18-25 year old customers.

Example of actions:

- target women between 18 & 25 years old
- invest strongly in HR training and permanent, rather than temporary, staff
- concentrate on recruiting new customers, rather than on increasing the loyalty of existing customers.

### Helping a luxury fashion retailer improve customer loyalty

500 stores  
KPI: loyalty rate  
800 data points analyzed

**Experience told them:**  
Increasing sales should be a high objective for each store.

**Instinct told them:**  
Sales productivity may affect long-term loyalty.

**Our solution revealed:**  
If one store sells more than 2.5 products/salesperson/hour, long-term customer loyalty falls.

Example of actions:

- communicate to store managers to do not push too far sales productivity
- create the right marketing mix to increase loyalty
- identify within each customer segment the customers with the highest potential.

### Driving an increase in sales across a network of opticians

1000 stores  
KPI: growth  
200 data points analyzed

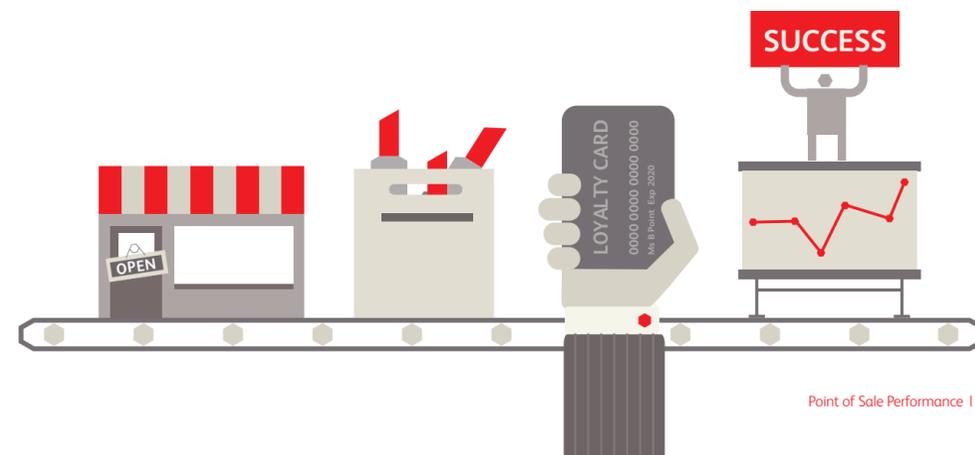
**Experience told them:**  
Adult frames from luxury brands are driving margin.

**Instinct told them:**  
Stores should not just rely on luxury frames to perform.

**Our solution revealed:**  
For stores in the center of small cities, performance is driven by the right mix between frames for children (20-25%) and frames for adults (75-80%).

Example of actions:

- increase the focus on selling children's frames in store
- carry out simple local marketing communication
- have a minimum number of employees per square meter of store.



# BearingPoint®

## Trust us to help you truly transform your business

At BearingPoint, you can trust us to help you tackle your critical business issues quickly and effectively.

Client-focused, independent and expert – we have our own distinctive brand of adaptive intelligence. We combine strategic understanding with practical know-how, and first-hand experience across functions and sectors with real understanding of technology. Working side by side with you, we'll help you make the most of your specific challenges and opportunities. Moreover, by drawing on our range of smart, flexible proprietary tools, we'll deliver deeper insights and more valuable solutions so you can transform your business for the better.

## Find out more about how we can help

We're confident we can help you quickly improve the performance of your point of sale network. To find out more about how we can help with this or any other issues that really matter to your business,

[www.bearingpoint.com](http://www.bearingpoint.com)

## Finding the right way to transform the performance of your point of sale network

### Point of Sale Performance A BearingPoint Accelerator



Using our unique approach and HyperCube® analytical tool, we can help you quickly pinpoint the right way to significantly improve the performance of your point of sale network.

We have a unique and highly effective way to help you transform the performance of your point of sale network

What's the best way for you to transform the performance of your point of sale network? It's not easy on your own to be sure what to do. There are many variables and the possibilities multiply the bigger and more complex your network. You may well have some ideas, based on previous studies, your experience and intuition. But do you know all the best practices with enough precision and certainty to be able to identify exactly what to do to get the performance improvements you are looking for? We can help.

**What makes our solution such a game changer**

- A unique highly effective analytical tool – HyperCube®
- Deep and exhaustive analysis
- Valuable insights into the real root causes of performance
- A set of simple effective actions to secure the improvements you are looking for

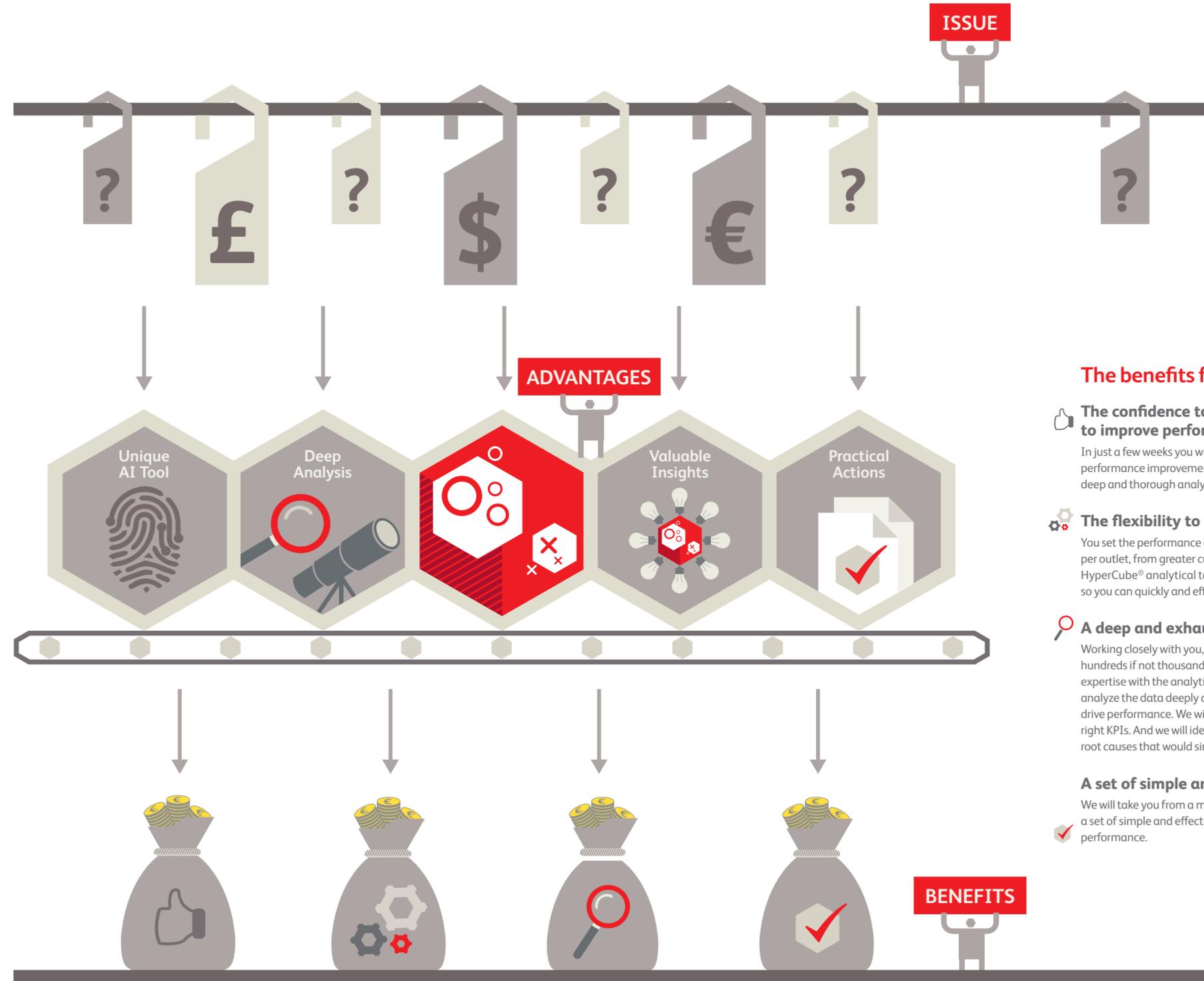
We have a unique and highly effective new analytical tool, HyperCube®, which our expert consultants can use to pinpoint the real root causes of performance and the exact combination of actions to achieve the results you are after.

No one else can offer you this tool. Moreover it is far better than the alternatives. Individual expertise may highlight a few good things to do. Traditional statistical tools will only analyze overall factors to a certain general degree. For rigorous and deep analysis, for genuinely valuable and often surprising insights, for a clear picture of real root causes, for simple practical actions that you can be confident will deliver the performance improvements you are looking for – you need our expertise and HyperCube® tool.

**Four simple steps**

Working closely with you, our expert consultants will take you through four simple steps to achieve the desired results for your point of sale network: agree the goals, gather the data, analyze and identify root causes, and agree actions.

*“The aim of these steps is to take you, in just a few weeks, from agreeing the KPIs through to a set of simple performance-improving actions that you can implement with ease and confidence.”*



**The benefits for you**

- The confidence to take the right decisions to improve performance**  
In just a few weeks you will have a set of clear, practical actions targeting exactly the performance improvements you are looking for. A set of actions based on exceptionally deep and thorough analysis that you can be confident will deliver the desired results.
- The flexibility to target your performance goals**  
You set the performance goals – from increased sales per square meter to higher profit per outlet, from greater customer loyalty to bigger average basket. Using our proprietary HyperCube® analytical tool, we will work with you to target and improve performance so you can quickly and effectively get the results you want for your sales network.
- A deep and exhaustive analysis of root causes**  
Working closely with you, we will gather and analyze all the possible data – typically hundreds if not thousands of varied data for each point of sale. Combining our business expertise with the analytical power, flexibility and intelligence of HyperCube®, we will analyze the data deeply and exhaustively, finding all the combinations of variables that drive performance. We will confirm the main trend precisely, so you can put in place the right KPIs. And we will identify the real root causes at the heart of better performance – root causes that would simply not be picked up by standard statistical approaches.
- A set of simple and effective actions**  
We will take you from a mass of data to mathematically precise rules translated into a set of simple and effective actions you can implement with confidence to drive up performance.