

## Case Study

# HALFORDS

### Overview

Halfords is the leading car parts and accessories, leisure and cycle retailer in the UK, operating through over 400 stores, e-commerce channels and B2B routes to market.

Halfords' strategy is to maintain and leverage its core strengths and to develop exciting new opportunities for growth whilst maintaining a keen eye on customer service.

### The Challenge

Halfords recognise that although they are clearly the market leaders, the retailer's ambitions for profitable growth results in the need to continually look at new opportunities to extend its consumer franchise.

Halfords have recently opened new standalone Bikehut stores to showcase their premium bike brand offer.

Customer satisfaction is clearly a key driver for on-going sales. There was therefore a need for Halfords to quickly understand the response to the new stores – range, pricing, customer service, store customer profile and the local competitive set.

Traditional research methods were costly for the necessary quantitative research and an alternative solution was required.

### The Solution

#### STANDpoint touch screen technology with VIEWpoint reporting within new Bikehut stores.

Devices were employed in-store for self-completion by customers.

The location of the Standpoint touch screen was agreed between CRT and the local store staff with the aim of attracting passing traffic at key points within the store.

Surveys are typically one month duration with between 15 and 25 questions. The flexibility provided by the VIEWpoint survey management module enables Halfords to rapidly change surveys in order to capture key data such as:

- Demographics
- Customer Satisfaction
- Products purchased/not purchased and 'why?'
- Competitor information
- Local/regional variables

Data collected has enabled Halfords to better understand their customer and to respond to the 'customer's voice'.

“We are utilising CRT's STANDpoint touch screen technology to successfully gather vital customer feedback, which compliments existing research but also enables a cost-effective means for gaining valuable data at the local level. It has shed more light behind the performance of the stores with implications on ranging, store layouts and the service given by our store colleagues”

Deborah Bates, Customer Knowledge Manager. Halfords plc.

### Benefits

- Cost effective local and regional quantitative statistics
- Local data enables store-level product alignment with demand
- Flexible and fast survey deployment and data capture provides near real-time customer knowledge
- Fully managed CRT service ensures that no additional or costly Halfords resource is required.



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