

## Case Study

# SHOE ZONE

### Overview

Shoe Zone are the No.1 value footwear retailer in the UK and Republic of Ireland, currently trading from over 400 locations. They employ in excess of 3000 people who put in over 3 million hours annually in order to operate this successful and growing business. Shoe Zone currently sell approximately 18 million pairs of footwear per year – on average that's 34 pairs every minute. Their average price is 40% of the national average of £20. Shoe Zone like to keep their prices keen and their customer service excellent. Recently, Shoe Zone acquired Shoefayre to further consolidate the footwear market and further develop their market-leading position.

### Problem

Organic and acquisitive growth has ensured the fast development of Shoe Zone. Keeping existing customers loyal, whilst also winning new market share, is central to Shoe Zone's growth strategy, and therefore the need for hearing the customer's opinions has never been greater. Directors and management are determined to provide increasing value along with class-leading customer service, but recognise the challenge of understanding the local customer's requirements as much as national trends. With a keen eye on value for money, a means for capturing good quality, local-store, volume feedback, without the associated costs of traditional research, was sought.

### Solution

Shoe Zone selected CRT's fully managed services, utilising the online ViewPoint Research Control Suite, together with the ViewPoint Touch Screen in-store. CRT manages the survey, all logistics, together with data and reports management; with minimal staff involvement. CRT's quarantine system ensures that the data sample is of the highest quality, providing results that can be trusted.

“Such low-cost and yet high-value feedback is immensely helpful in getting closer to our customers. Being able to respond to their expectations will help to keep Shoe Zone ahead of our competition. The ViewPoint Research Control Software easily filters and analyses the responses, enabling us to drill down into data, which becomes valuable customer feedback which we can act on.”

**Naomi Shefford, Marketing Manager**

### Benefits

- Cost-effective and paper-free
- No hassle for staff, who are therefore free to support their customers
- Accurate and balanced feedback across a representative sample
- Local buying patterns identified, enabling Shoe Zone to revisit product lines
- New knowledge gained from customers who did not buy
- Improved customer satisfaction leading to happy customers



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