

# Developing a through-the-line shopping experience

## *A joined-up experience*

The challenge was to build a deeper understanding of the shopper journey to support the development of a 'through-the-line' shopping experience – for white goods and kitchen appliances - which encompassed the in-store and on-line environments with the aim of driving sustained competitive advantage

## *A focus on 'moments of truth'*

We structured the project around our Customer Journey approach which provides marketers with the means to build a holistic picture of the customer's purchase decision process – framing customer choices at each stage of the purchase decision process and highlighting triggers at key 'moments of truth' - when customers makes decisions that move them toward, or away from, our client's brand—as well as associated behavioural objectives

## *The white goods journey*

Qualitative and quantitative research informed our understanding of the motivations to buy a new product, and the hierarchy of choices – e.g. between channel (on-line versus off-line), store choice, brand, price etc. - as well as developing an 'influence map' addressing where and how customers pull in information, and with whom they evaluated it ... to better understand their advisory network and how they pick up cues about what is acceptable behaviour for their peer group

## *Framing choices*

We worked with Best Buy marketers to think through the 'decision rules' that govern a choice and consider how and where to most effectively intervene with marketing activity.

Outputs from this work informed and influenced: category management, range and brand strategies, search optimisation, point of purchase vision, merchandising, retail promotions and the role played by store staff



Best Buy is an \$42bn revenue, multinational consumer electronics retailer headquartered in Minnesota, USA. The company ranked No. 72 in the 2018 Fortune 500 list of the largest United States corporations by total revenue

Call 0203 397 2550 or visit [www.decision-architects.com](http://www.decision-architects.com)