

People Were Walking In. That Didn't Mean They Were Buying.

Moss Bros measured footfall and conversion separately - and a controlled pilot gave managers a different view of what was happening inside stores.

COUNTRY OF ORIGIN	United Kingdom	BOL LENS	Customer & Demand
SIGNAL	Footfall · conversion · staffing	EVIDENCE	5 pilot stores vs 5 controls

Sales showed the result. Footfall showed the opportunity.

Moss Bros wanted better visibility into how customer traffic translated into store sales and whether staffing matched real demand. Five stores received StoreTech's conversion and workforce-optimisation system while five comparable stores acted as controls.

Managers could see footfall, conversion and staffing patterns during the trading day. That changed the questions they could ask: Was demand lower? Was conversion weaker? Were enough staff available when customers were present?

FOOTFALL	CONVERSION	STAFFING
People entering	Visitors becoming buyers	Resources matched to demand

Traffic told them people were entering. Conversion told them what happened next.

6%

reported sales growth in pilot stores compared with the control group

WHAT THE CASE SHOWS - AND THE EVIDENCE BOUNDARY

A stronger design than a simple before-and-after story.

StoreTech reports that pilot stores also exceeded their sales budgets. The use of comparable control stores makes the case more informative than a simple before-and-after comparison, although the evidence is still published by the solution provider.

DESIGN	Five intervention stores vs five comparable control stores.
RESULT	6% sales growth in pilot stores relative to controls.
EVIDENCE BOUNDARY	The pilot supports an association under the test conditions; it does not prove the same technology will raise sales in every retailer.

BOL OBSERVATION

Attention is not demand. A person entering the store is an opportunity; conversion shows what happened after the opportunity appeared.

LOOK AT YOUR OWN BUSINESS

**Are you measuring how many people notice or visit - or only how many eventually buy?
Where does interest most often disappear before purchase?**

A SIGNAL IS NOT A CONCLUSION.	A signal becomes more useful when the business can see the step between attention and purchase.
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Want to look at your own business?	Try the Quick Signal Scan. businessobservationlab.com/en/qss
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SOURCE BASIS

StoreTech, Moss Bros Retail Analytics Case Study.

BUSINESS OBSERVATION LAB · Read the signals. Decide wiser.