

Success Story

AccuStore®

Expert retail methodology,
communication result in
accurate store profile data



THE CLIENT

U.S. Cellular, one of the nation's top wireless telecommunications carriers, has approximately 1,000 retail stores in 426 U.S. markets. It touts its customer service and is proud of having one of the highest customer retention rates, as well as wireless call quality, among its competitors.

THE CHALLENGE

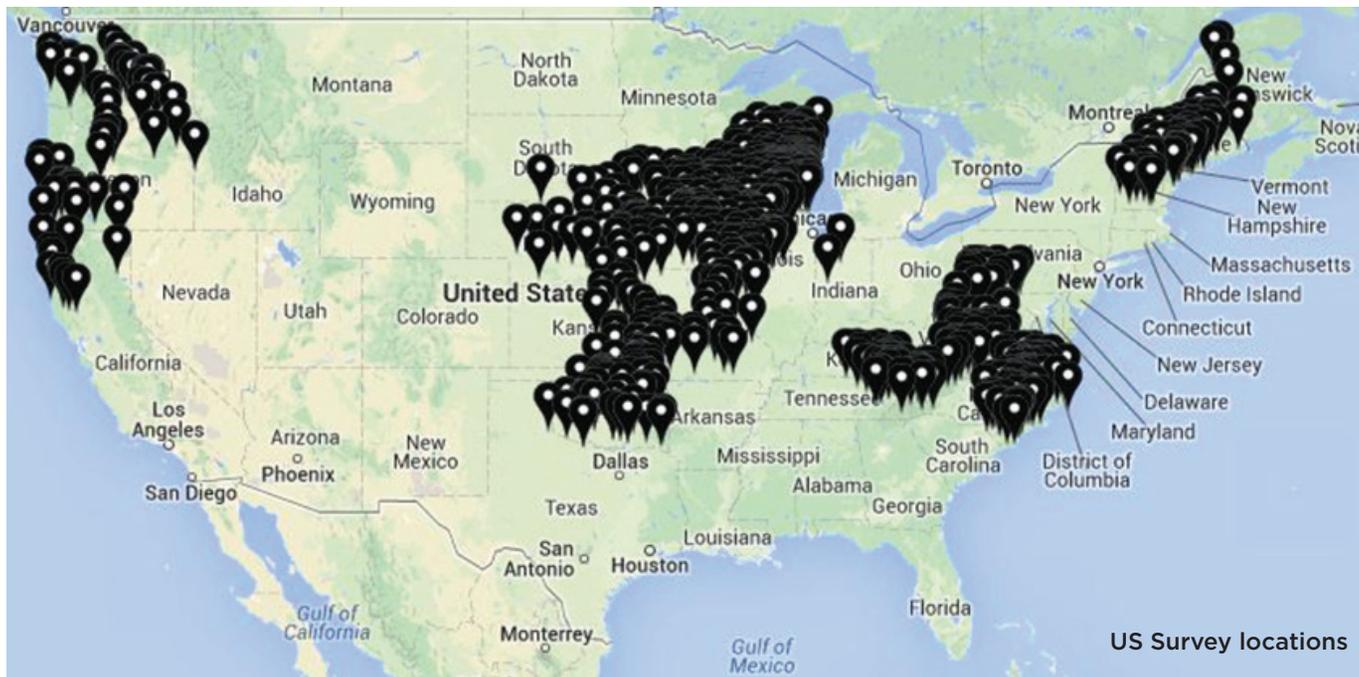
U.S. Cellular wanted a complete site survey done of all its stores to help corporate understand the factors underlying store performance, and plan capital investments to improve sales in key markets. Accuracy of data was their number-one concern. So we completed a business needs analysis and determined use cases with company stakeholders, complete with onsite walk-throughs, to specify and refine all survey terminology upfront.

THE SOLUTION

Employing our expert retail survey methodology, the AccuStore® team delivered a complete, accurate set of store profile data on time and on budget. Our experience understanding the needs of retailers was key. We engaged the stakeholders throughout the entire process from creating the data collection profile through delivering the final results. Thorough communication and frequent status updates ensured seamless execution. The result was an organized, sharable set of site intelligence that empowers marketing, facilities and operations to improve store-level execution and eliminate delays and expense caused by guess-work.

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Key survey highlights: Upfront discovery and definitions by stakeholders helped profiles to be set up for long-term use and maintenance, organized approach led to seamless execution, experience collecting and auditing data brought questions to light early on in the process, and project status meetings and communication throughout ensured client satisfaction with the final results—timely, accurate data.