

An impactful strategic approach with Site Reviews

Customer Profile

A successful DIY and lifestyle product brand with 406 stores in the UK.

Market Challenge

With Wilko's honest, straightforward commitment to enabling customers to 'get those to-dos done' since 1930, the Trade & Merchandising team worked to ensure that the brand delivers the same convenient, relevant, fast and customer-centric service online as it does in-store. Having engaged with Attragt's technology, they needed to take a strategic approach to ensure they were getting the customer journey experience right.

wilko

“ We're growing our customer base rapidly, so the technology that Attragt has developed is definitely starting to pay off for us. They're a great group of people. It's rare to find a technology partner that is so customer-centric.”

*Jonathan Newton,
Head of eCommerce & Optimization at
Wilko*

Key Achievements



Operational Efficiency

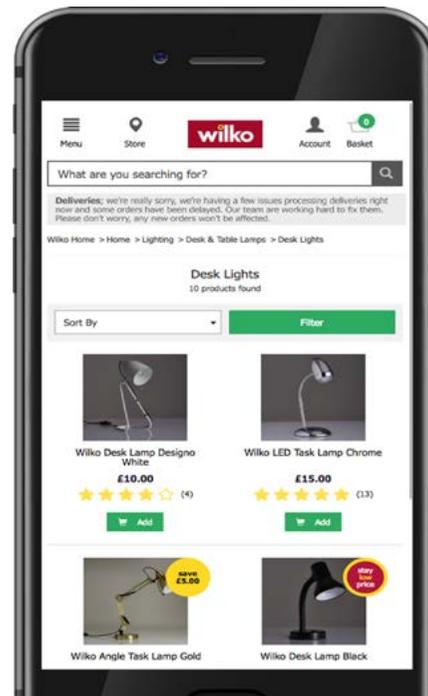
Significant improvements to the online customer journey.



Shopper Experience

Significant improvements to team operations.

80% of the recommendations made by Attragt were implemented in a collaborative way.

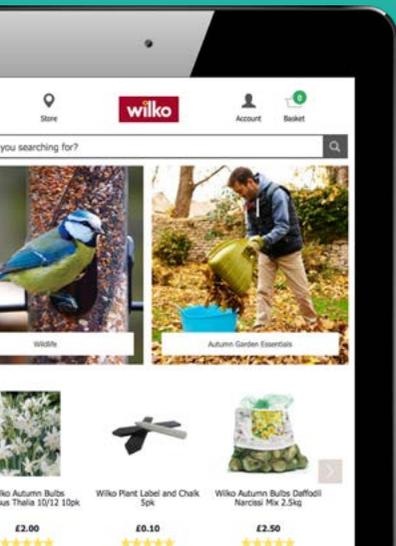


The Solution

Wilko engaged with Attraqt's Business Consulting Site Review program which is designed to examine the customer journey and experience from first point of contact to transaction completion, while making insightful recommendations about how that journey and experience can be improved.

“Attraqt also took the time to identify some more general recommendations in areas outside of their direct technological remit – giving us added value and going the extra mile to ensure that the review worked for us.”

*Jonathan Newton,
Head of eCommerce & Optimization at
Wilko*



The Results



Shopper Experience

Wilko has implemented about **80%** of the recommendations. The process was comprehensive and involved an end-to-end review of all the major customer journeys and touch points, from when the customer first interacts with a product or service through to the final point of engagement.

Jonathan Newton, the Head of eCommerce and Optimization explains: “We have a fantastic relationship with Attraqt. We’re growing our customer base rapidly, so the technology that Attraqt has developed is definitely starting to pay off for us. They’re a great group of people. It’s rare to find a technology partner that is so customer-centric. They are unusually pro-active both in their approach to us as their client, and in their constant efforts to improve our customer experience. All in all, they offer a great business, great technology, great services and a great relationship.”



Operational Efficiency

In addition, a significant impact of the site review has been that it has given the Merchandising team the confidence to design and engage in a far more structured, tactical and strategic way. When they first implemented Attraqt’s search and merchandising toolkit, there was a lot of experimentation around the best way to deploy it and manage it for the benefit of our customers.

The Site Review has helped them to take a more structured approach to managing their Trading & Merchandising principles, and it has really empowered the Merchandising team.

“Since the review was conducted, we have benefitted from a consistent stream of pro-active suggestions and conversations feeding in from our own team, which is in turn driving a more meaningful ongoing conversation with Attraqt. The Site Review was a great way to assist in the maturity of the team and help us to internalize a better and more strategic approach to our merchandising.”

Contact us

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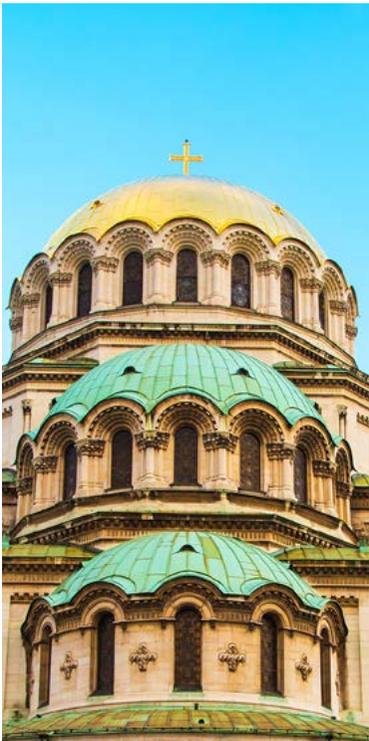
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