



Brandwatch

Case Study/ **Argos**

Leading a
high street revolution





At a Glance/ Argos

Background

Argos is the UK's leading digital retailer, offering more than 43,000 products through www.argos.co.uk, its mobile channels and its physical stores.

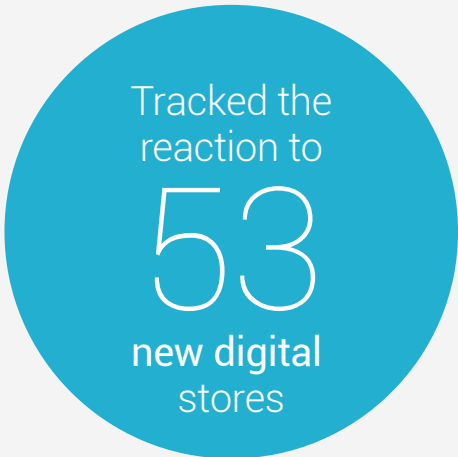
Argos continues to be the UK's largest high street retailer online with over 738 million website visits annually. Argos serves around 123 million customers a year through its network of 758 stores.

Argos is part of Home Retail Group, the UK's leading home and general merchandise retailer.

www.argos.co.uk

Key Results

- Understood consumer sentiment toward new digital stores and which stores were perceived more favorably, and in which areas
- Got closer to the individuals behind the discussion by uncovering insightful demographics
- Quickly identified issues in-store, actioned feedback and found resolutions to increase customer satisfaction



The Story/ In-store innovation

The Goal

The digital age isn't just upon us, we're firmly ensconced in it – embracing all things digital with pinches, pokes, taps and swipes. In 2013 it was estimated that over 20 million people in the UK owned a tablet, around 30% of the population.

Having spent the last few years embracing a digital-first approach, Argos is now one of the UK's foremost retail pioneers in digital. Argos is clearly doing things right online, but the brand wanted to take that innovation into the real world and transform the traditional in-store experience.

With this mindset, Argos embarked upon the ambitious project of opening 53 new digital stores across the UK.

The Challenge

As a well established name on the UK high street with over 40 years of trading behind them, Argos knew its customers held certain expectations when entering stores.

Would changing the look and feel of the familiar Argos store surroundings affect consumers? Would customers embrace the change or oppose it?

One thing was certain. If consumers had anything to say about the new digital stores, they'd turn to their social media channels, the modern day word-of-mouth. Argos wanted to embrace and act on this valuable feedback, but with stores across the length of the UK and an estimated 123 million customers a year, managing, dissecting and digesting the volume of response would be a challenge.

The Solution

Brandwatch Analytics provided Argos with the perfect social listening platform.

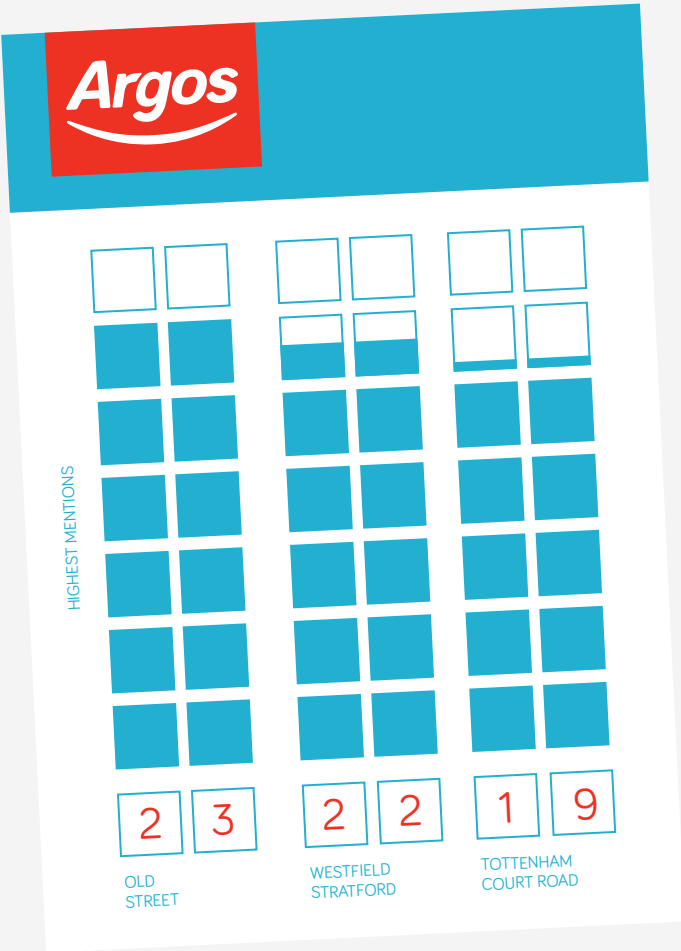
Intelligent sentiment analysis based on a library of rules, created using Natural Language Processing, helped Argos understand the basic sentiment consumers felt towards the new concept stores.

The Demographics feature within Brandwatch Analytics enabled Argos to understand the individuals behind the comments. Were they male or female? In which cities did the discussions originate? How did this differ regionally? Where did they shop? What were their personal interests and occupation? The Brandwatch platform answered all of these questions, providing invaluable information for Argos to start to better understand who their customers were, what they were saying and why.

Brandwatch Dashboards are the magic that turn data into insights. Customisable Dashboards allowed Argos to slice and dice their data, revealing meaning from the numbers, and allowing different teams and individuals to view the data most relevant to their requirements.

Validating innovation with social insights

Argos utilised Brandwatch Analytics to understand the public's perception of their new digital concept.



Categories & rules

Segmenting social data is the first step in managing it. With over 50 new concept digital stores, Argos needed to understand and easily filter what comments were being made about each store.

Categories are a great way to slice and dice your data, and as one of the most powerful features within Brandwatch Analytics, allowed Argos to chart and filter data in more interesting ways.

Argos soon discovered that location data alone doesn't reveal the precise stores people are talking about. After gaining this knowledge, the Argos team set about creating Categories for each of its 53 digital stores, incorporating location data with other criteria, such as the names of shopping centers and streets. Once these were set up within the Brandwatch Analytics platform, Argos created Rules to segment the data even more.



The Rules – once set up – automatically perform actions on mentions, so every time a certain store was mentioned online, it was filtered into its pre-set Category.

Argos can now very quickly identify which store is performing best, and praise for staff in a particular store can be fed back directly to the store manager.

This approach also surfaces issues that can be actioned almost instantly, plus it reveals the varying tastes and nuances of customers around the country, meaning Argos can deliver a regionally tailored experience for its consumers.

“Using social insights, we can understand which stores are performing well for customers and identify areas for improvement.”

James Finch
Customer and Digital Insight Manager, Argos

One specific example of social insights being utilised by Argos was when a customer Tweeted to the @Argos_Online Twitter account informing them that the sign above the store in Clapham Junction, SW11 had been named incorrectly. “@Argos_Online thank you so much for listening!!! I shall definitely be coming into the store. #greatcustomerservice #onehappybunny”

Because Argos had implemented the Rules feature, the Tweet was automatically filtered into the Clapham Junction Category, picked up instantly by the appropriate member of staff and fed back to the store directly, where the sign was amended, much to the satisfaction of the customer.

Demographics & location

Understanding who was talking and where the social conversations originated was extremely useful for Argos.

Using the Demographics functionality within Brandwatch Analytics, Argos

discovered that men and women appreciated different aspects of the new digital concept stores. Men, perhaps somewhat surprisingly, showed a higher level of positivity to the digital change and were especially interested in the high-tech features, for example the iPads implemented for customers to review products inside the stores.

Women, however, spoke more positively about the new approach to customer service within the stores and how this had improved their in-store experience.

Looking at the segmented data by location, Argos found that Londoners overall embraced the digital changes in store, and that customers in the North of England were more likely to comment on the personal, human touch and improved customer service in store.

In a similar vein, Londoners were faster to complain on the issue of queuing.

Feedback & response

The data provided by Brandwatch showed that some customers missed elements of the previous store environment – especially the catalogues.

This insight validated the decision taken by Argos to keep a small number of copies behind the counter for those customers seeking a sense of familiarity.

“Throughout the launch of the digital stores and the implementation, social was crucial in providing real-time information on customer satisfaction.”

James Finch
Customer and Digital Insight Manager, Argos

Looking ahead

What is on the horizon for Argos?

Argos has been able to exploit social analytics to its advantage, helping prove, with supporting data, that its new digital concept stores deliver the exact experience that its customers want.

About/

"We're planning future digital store roll-outs and we'll be using Brandwatch Analytics to track every step of the way"

James Finch

Customer and Digital
Insights Manager. Argos

Argos

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Brandwatch

Brandwatch is one of the world's leading social media listening and analytics technology platforms.

It gathers millions of online conversations every day and provides users with the tools to analyze them, empowering brands and agencies to make smarter, data-driven business decisions.

The company grew over 100% year-on-year in 2013, has won awards for its technology and renowned corporate culture, and regularly wins accolades for its impressive growth. The Brandwatch platform is used by over 1000 brands and agencies, including Whole Foods, Whirlpool, Pepsico, British Airways, Sky, and Dell.

Now You Know.

www.brandwatch.com