

# RETAIL MARKET SURVEY 2020 REPORT

More than **20** Fashion Top brands analysed

Almost **100** employees interviewed

**12+** weeks of study

## WHAT WE DISCOVERED




**ONLY 1 of 5** brands have **individual sales target** for each of their employees



**None of the retailers** have timeslots specifically attributed to **non-selling activities** in their staff schedules

**85%**  of retailers have **online stores**

but only **65%**  provide **click & collect** service to their customers

Only **20% of retailers** provide the **stock info** through **mobile devices** to their sales staff 

 Employees took on average **4 minutes** to respond when asked for assistance in the **fitting room**

**Cross-sell** suggestions were made to the customer in only **10% OF THE RETAILERS** 

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