CASE STUDY

Marks & Spencer

"PITNEY BOWES MAPINFO IS VERY MUCH A TRUSTED
PARTNER OF MARKS & SPENCER."

Michael Whitelegge, Senior Insight Manager – Information Systems,

Customer Insight Team, Marks and Spencer Group plc

MARKS & SPENCER IS ONE OF THE
UK'S LEADING RETAILERS, WITH
OVER 15.8 MILLION PEOPLE
VISITING ITS STORES EACH WEEK.
IT EMPLOYS OVER 75,000 PEOPLE
AND HAS 520 UK STORES.

Challenge

To compete in a dynamic market, Marks & Spencer maintains a major programme of ongoing evolution and development across its stores and product groups. To support this drive, the Customer Insight Unit runs regular analysis and planning based on customer behavioural data. This analysis is used for site planning, customer mobility evaluation and drive time estimates, amongst others.

Solution

In partnership with location intelligence experts Pitney Bowes MapInfo, Marks & Spencer has created a single interface for store location modelling to help them acquire an unprecedented understanding of their customers. Utilising Pitney Bowes MapInfo's MapXtreme software, seamless integration with the retailers statistical analysis application has been achieved.

SUMMARY

Marks & Spencer is one of the UK's leading retailers, with over 15.8 million people visiting its stores each week. The company offers stylish, high quality, great value clothing and home products, and outstanding quality foods, all responsibly sourced from trusted suppliers. The business employs over 75,000 people and has 520 UK stores, as well as an expanding international business.

In early 2000, Marks & Spencer looked to location intelligence leaders Pitney Bowes MapInfo to provide solutions to its Customer Insight Unit (CIU). Analysts within the CIU were tasked with establishing a better understanding of the M&S customer and their relationships with stores. Since then, the company has continued to harness the capabilities of Pitney Bowes MapInfo for spatial analysis which has supported store format diversification – including the launch of its highly successful Simply Food format.

The analysts in the Customer Insight Unit saw a need for a sophisticated tool to help them interpret customer data for estimating store performance and acquiring a better understanding of their catchment areas and general customer shopping behaviour.

Having worked with map-based data for some years, they readily recognised the value location intelligence tools could provide to perform the most insightful analysis on the relationships between the stores and the profiles of current and potential customers. Pitney Bowes MapInfo provides a comprehensive range of data, software and solutions that allow any organisation's information to be visualised, analysed and presented geographically.

MapInfo Professional (MIPro) software was chosen by the team because it offered greater flexibility than other map-based business intelligence tools. For example, it allows the analysts to work with the widest range of data, including geo-demographic, lifestyle, drive time, customer mobility, consumer research and transport infrastructure within a user-friendly, intuitive user interface.

Additionally, within the suite of Pitney Bowes MapInfo products, MapXtreme's ability to integrate with the organisation's statistical and database applications enables the analysts to create new store location models without the need to re-write models. It also facilitates the spatial display and analysis of data such as customer credit card and postcode information.

Requiring little or no consultancy support, the software also met key requirements of rich functionality, user-friendly interfaces and the ability to be easily customised to support the important work of the analysts.

YOUR M&S

"PITNEY BOWES MAPINFO HAS HELPED US TO HARNESS AND INTEGRATE AN EVER-MORE-COMPLEX SET OF CUSTOMER DATA."

Michael Whitelegge, Senior Insight Manager – Information Systems,

Customer Insight Team, Marks and Spencer Group plc

RESULT

Pitney Bowes MapInfo has worked as a trusted partner to help Marks & Spencer to get a better understanding of its customers' mobility and behavioural patterns with other high street retail brands. It has greatly assisted the organisation's drive for a holistic view of its audiences, delivering an enhanced understanding of the customer, which is pivotal to driving its business success.

Marks & Spencer Donnington

Marks & Spencer Basingstoke

"PITNEY BOWES MAPINFO PROVIDES MARKS & SPENCER WITH VITAL TOOLS TO PERFORM DETAILED LOCATION ANALYSIS, SIGNIFICANTLY ENHANCING OUR CUSTOMER KNOWLEDGE."

Michael Whitelegge, Senior Insight Manager – Information Systems,

Customer Insight Team, Marks and Spencer Group plc

THE PITNEY BOWES MAPINFO ADVANTAGE

As a trusted advisor in location intelligence and business partner to some of the world's leading retailers, property developers and planners, Pitney Bowes MapInfo helps its customers to transform information into business advantage by discovering unseen patterns and trends in their data. This leads to better business intelligence, improved customer relations and bottom-line performance.

EMEA/UK

Minton Place
Victoria Street, Windsor
Berkshire, SL4 1EG UK

Tel: +44 (0)1753 848200
Fax: +44 (0)1753 621140

europe@mapinfo.com
www.mapinfo.co.uk

NORDICS

sweden@mapinfo.com

BENELUX

benelux@mapinfo.com

GERMANY, SWITZERLAND AND AUSTRIA

germany@mapinfo.com

SPAIN

spain@mapinfo.com

ITALY

italia@mapinfo.com

AFRICA

africa@mapinfo.com

MIDDLE EAST

middleeast@mapinfo.com

EASTERN EUROPE

easterneurope@mapinfo.com

Pitney Bowes MapInfo is headquartered out of Troy, NY, USA.

Pitney Bowes MapInfo

92043-802