

Latest study from m1nd-set notes the importance of sales staff in driving sales

By **Hibah Noor** on October, 24 2019 | Industry News



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Swiss research agency m1nd-set has unveiled the latest findings from its B1S (Business Intelligence Service) shopper insights and air traffic database, on the importance of the role of sales associates in engaging with customers and influencing purchases in duty free shops.

The report reveals the key behavioral trends among global duty free shop visitors and shoppers on their interaction - or lack of - with the sales associates in the duty free shops, including segmentation data to demonstrate how behavior varies across regions, nationalities, airports, categories, gender and age groups, as well by type and frequency of travel.

Staff interaction and the positive impact of engaging with customers dropped over the past two years according to m1nd-set. On average, 47% of shop visitors interact with sales associates and of those who interact, 46% say they were influenced by the interaction and made a purchase. This is somewhat lower than the interaction and impact levels two years ago; in 2017, the global averages for interaction with staff was 48% while the impact of interaction on the purchase decision was 50%.

Key findings in the staff-shopper interaction report include the main segments of staff interaction and impact of the interaction. The segments most likely to interact with staff in duty free shops are travelers shopping in Middle East and Africa region, travelers with a nationality from these regions and shoppers who purchase from the following categories: beauty, fashion & accessories or jewellery & watches.

Whereas, the segments most likely to be positively influenced by the interaction include travelers shopping in Middle East and African & European airports, travelers with a nationality from the Middle East and Africa region, as well as Asia Pacific, and shoppers who purchase from the following categories: electronics, perfumes and skin care.

The study is the latest in a series of B1S insights reports, where shopper behavior is analyzed across a number of relevant themes, based on m1nd-set's client interests. The behavioral data is combined with air traffic data from IATA, which consists of origin, departure and transit airport information, as well as details of passenger nationalities, to provide the industry's most accurate and detailed insights on shopper behavior by region, nationality, airport and airline.

According to m1nd-set, staff engagement in duty free shops is directly linked to sales performance.

Peter Mohn, Owner & CEO, m1nd-set, says: "The correlation between shopper satisfaction, with all aspects of the in-store experience – service level in particular – and sales is categorical. The best performing duty free shops have around seven out of ten staff that is positively engaged. However, less than three out of ten staff is engaged in the poorest performing shops. Poor service levels and unsatisfactory shopper experience will deter shop visitors from purchasing and even returning to the shop in the future. Inversely, we see that satisfied customers tend to buy and spend more than they had planned following positive customer service."

The cost of staff that do not engage and interact with customers can be calculated for each individual retailer. If the staff show they do not care, then the customers certainly won't either."