Market review continued

Helping the nation shop with ease

In today's retail environment, customers have come to expect a streamlined, personalised shopping experience.

They may choose to shop in-store or conduct their entire shopping mission online, from searching social media for inspiration and information, to buying online and getting their product through Home Delivery or Click & Collect services.

Customers increasingly trust User Generated Content (UGC), which is content created and shared online and via social media by consumers. Brands are using UGC as part of their marketing and communication activities to make them more authentic and we use Instagram and Facebook to share home improvement projects that our customers are proud of.

The shopping experience is also being transformed with a shift from traditional payment types to digital wallet payment types, such as Klarna and Apple Pay. Retailers are having to adapt swiftly to the changing preferences of their customers and new digital technologies entering the market.

2/3rds
of sales are digitally enabled

96%
of sales go through our stores

How we are responding

Our stores are designed and managed to meet all the shopping needs of our customers and maximise operating efficiencies. We do this through our unique '4C' service model (shown below), which incorporates four customer shopping routes and seamlessly integrates both a digital and physical shopping experience – Design & Installation, Self Serve, Assisted Selling and online Order Fulfilment (Click & Collect or Home Delivery).

Every one of our stores acts as a last mile fulfilment hub for digital orders and we offer 30-minute Click & Collect, along with the option for Home Delivery.

For our Design & Installation customers, our digital design tool enables them to visualise and co-create their new kitchen or bathroom on-screen with one of our design consultants.

For customers browsing in store, if we don't stock the product in our Self Serve area, our Online In-Store (OLI) terminals provide real-time access to our extended range of products online.

Our Mission Motivation Engine (MME) uses machine learning to collect customer data to help us understand what home improvement mission the customer is working on. We then use this information to tailor personalised communications to optimise the shopping experience (for more information see page 23).