

RETAIL

Hansa has assisted major retailers in general merchandise, retail drug, clothing, grocery, and entertainment sectors in addressing key research questions to support business objectives. Our passion is helping clients ensure they can survive- and thrive- by creating meaningful, differentiated experiences for their customers.

Hansa helps companies explore possibilities within a context that takes into account variables such as product safety, pricing models, customer service, selection, employee engagement, and distribution channels.

The challenge for many clients in these sectors is staying fresh, current, and relevant while managing margins. Hansa considers both traditional and emerging technologies and channels when helping companies define and design their premier customer experience.

Hansa's diverse experience in research for Retail spans the following:

- In-store promotions testing for a major drugstore chain
- Mystery shops on impact of retail sales rep training
- Customer satisfaction tracking for a national entertainment store
- Impact of Green/sustainability issues on product and service communications
- Customer experience audits for grocery, general merchandise, and drugstore chains
- Store-of-the-future research for a US retail chain
- Improving POS service interactions for a major computer retailer
- Service innovation research for a major chain of convenience stores



Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.

We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.