Clusters

your best chance of success

CHALLENGE

SOLUTION

RESULT

FASHION FRIENDLY FIGURES

Fresh intelligence leads to 80% revenue increase

"The market intelligence provided by Clusters has provided the foundation for our growth. Since using the Clusters data we've seen a 60 to 80% increase in revenues."

Simon Turner
Marketing Manager, Quayside Clothing

IN BRIEF

- Quayside Clothing wanted to double the size of its business in two years
- Clusters delivered new and fresh intelligence on its market and potential customers
- The information was used to inform Quayside's growth strategy
- Several enterprise customers have now come on board and revenues have increased by up to 80 per cent
- 2013 UK Customer Experience Award win for Clothes2Order.com

⊙ CHALLENGE

Established in 1995, Manchester-based Quayside Clothing Group is an online supplier of wholesale and personalised clothing. All of the Group's business is conducted through the ecommerce websites **Polo-Shirts.co.uk** and **Clothes2Order.com.**

In a fiercely competitive SME market the company needed to stand out in order to grow.

Simon Turner, marketing manager, Quayside Clothing, explained, *"We needed some good market insight to identify new customers."*

The company contacted Clusters, a quantitative research agency, expert at helping businesses compete through market segmentation and precise customer targeting.

⊗ SOLUTION

Surprise Discoveries

Clusters launched an interactive consumer panel aimed at a representative group of people who buy company clothing.

The results were both unexpected and encouraging: the number of people responsible for making company clothing decisions was higher than anticipated.

Clusters also identified different categories of buyers and factors that influenced buying decisions. For example some buyers sought out prices while others looked for quality, a wide choice range and professionalism. A demographic element in the survey also grouped people according to business size and their position in the company.

Bespoke Analysis

The survey revealed that growth opportunities were significant and indicated that Quayside should aim beyond its traditional market of companies with between 10 and 50 employees.

George Emiris, director and co-founder of Clusters, commented, *"The market data we provided didn't exist before. We provided Quayside with unique and compelling insights about a large new market opportunity as well as who the decisions makers are and their buying criteria."*

⊗ RESULTS

Insight

The intelligence was used to shape Quayside's rebranding and targeting. Simon Turner said, *"We used the data to build credibility by rebranding our web site, highlighting the previous work we've done, and focusing on the quality we have achieved."*

The data was also used to establish a professional tone of voice. Clusters research revealed that credibility among enterprise-size organisations was an important criterion. Turner commented, *"We've seen a big improvement in terms of web site traffic and conversion rates. But more importantly this has led to increased business."*

The company has attracted a number of high profile corporate customers like Skype and Google and is expecting to draw in more enterprise sized clients.

Foundation for Growth

Turner added, *"The market intelligence provided by Clusters provides the foundation for our growth. Their team worked within a tight time frame and delivered new and fresh insight that made a huge difference. Since using the Clusters data we've seen a 60 to 80 per cent increase in revenues, and we're now well on our way to doubling the business within two years."*

Awards

Following the changes Quayside Clothing initiated based on the intelligence provided by Clusters, the ecommerce site Clothes2Order recently won the award for Best in Digital at the 2013 UK Customer Experience Awards. Simon Turner commented, *"The research definitely played a big part in helping us reach award-winning standards!"*

"The market data we provided didn't exist before. We gave Quayside unique and compelling insights about who the decisions makers are, their buying criteria and potential new customers."

George Emiris
Director, Clusters

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www.clusters.uk.com

Tel: +44 (0) 20 7482 6830   **Email:** info@clusters.uk.com

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