

KING-CASEY

*Insights & Trends in Restaurant Merchandising & Design*

# REPORT



**Customer Zone Merchandising  
Increases Sales at Checkout**

# HomeGoods®

## Increasing Impulse Sales

TJX Company sought to increase impulse sales in the checkout zone of its HomeGoods stores while simultaneously improving the customer experience in this zone.

## COZI®: A Proven Methodology

COZI® (Customer Operating Zone Improvement) is King-Casey's unique strategic methodology which focuses on understanding customer behavior to develop brand-specific design, merchandising and communications solutions that improve the customer experience while growing the business.

COZI® audits focused on the checkout zone of HomeGoods stores and TJX Company's T.J. Maxx and Marshalls stores. Audits included observational research to determine customer behavior, queuing habits and practices and interaction with checkout zone merchandising displays. Findings from the COZI® audits were used to develop a HomeGoods checkout zone improvement strategy.

## Improving the Customer Experience

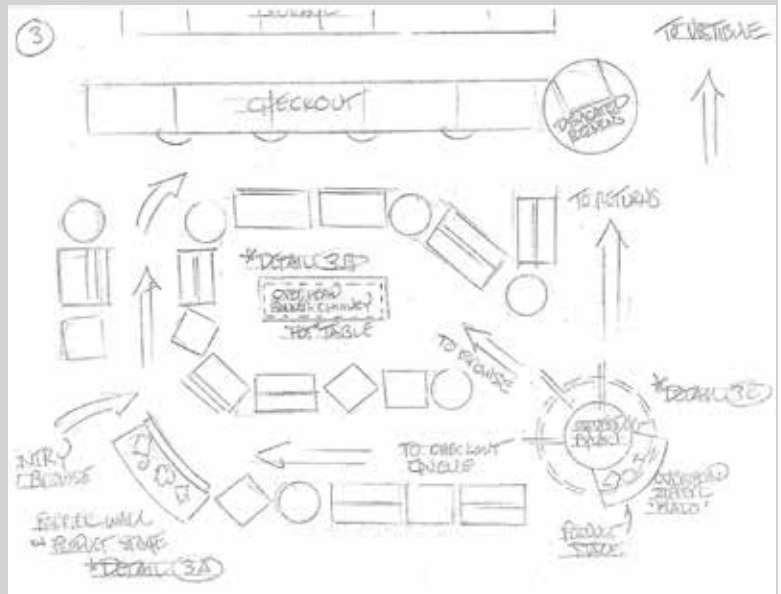
Utilizing the checkout zone improvement strategy, King-Casey developed new checkout zone design solutions which focused on:

- Improved customer queuing and flow
- Clearer wayfinding signage
- Strengthened product mix, segmentation and organization

- Improved visual merchandising and product communication
- Easier product access

## Results and Roll-Out

Following a successful test market, which showed increases in sales per square foot and customer experience scores, new HomeGoods checkout zone merchandising and communications concepts were rolled out to stores throughout the HomeGoods system. Of note, some of the checkout zone improvement concepts were adapted to and implemented in T.J. Maxx and Marshalls stores.



(Above) The first step involved exploring and evaluating a range of alternative checkout zone layouts to improve traffic flow and the customer experience.



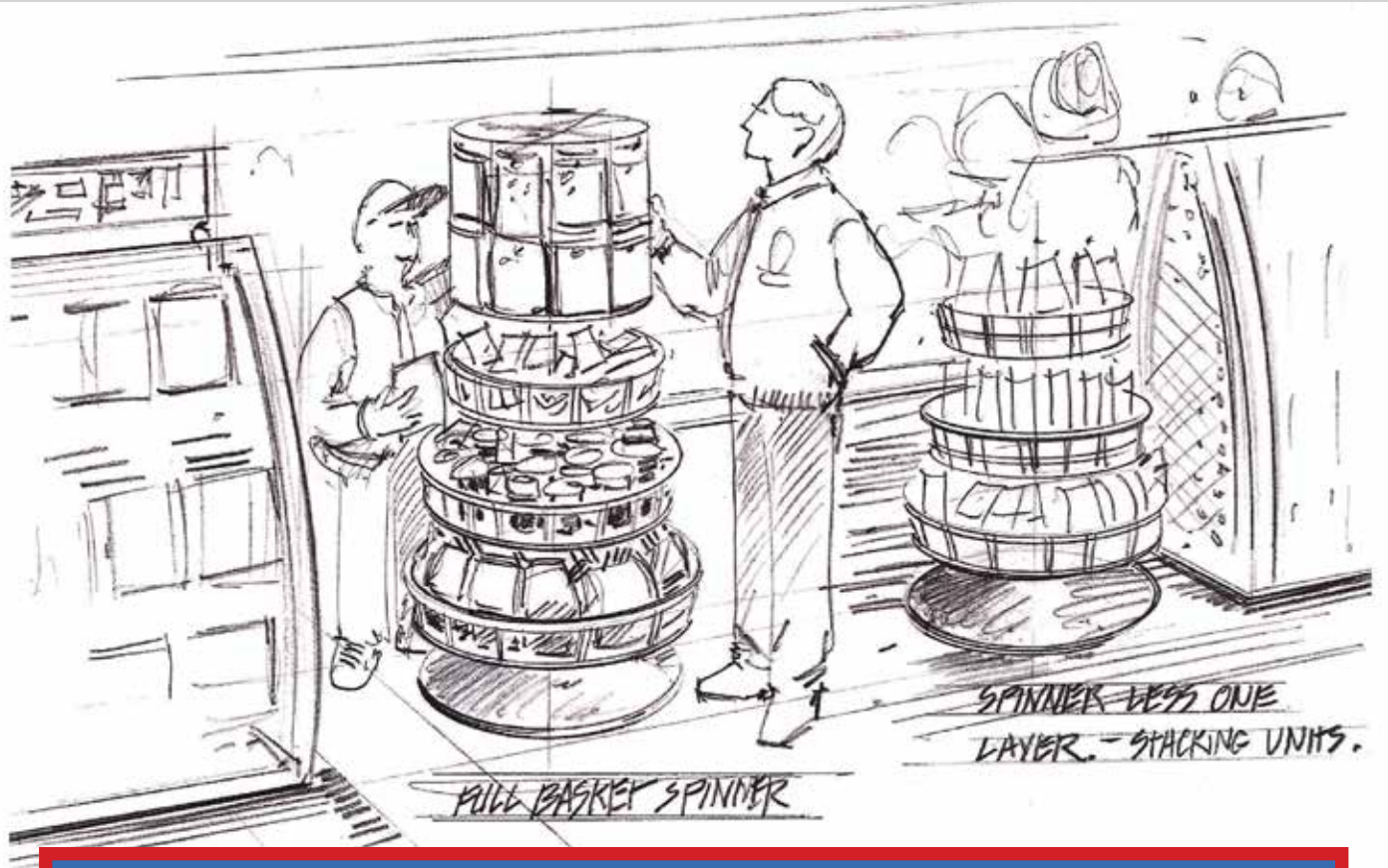


Above: Concept exploration concentrated on making the checkout zone a focal point and key destination in the store.

Below: Impactful towers with open “window boxes” serve a dual purpose: clear wayfinding signage to the checkout zone, and improved access to impulse items in the customer queue.

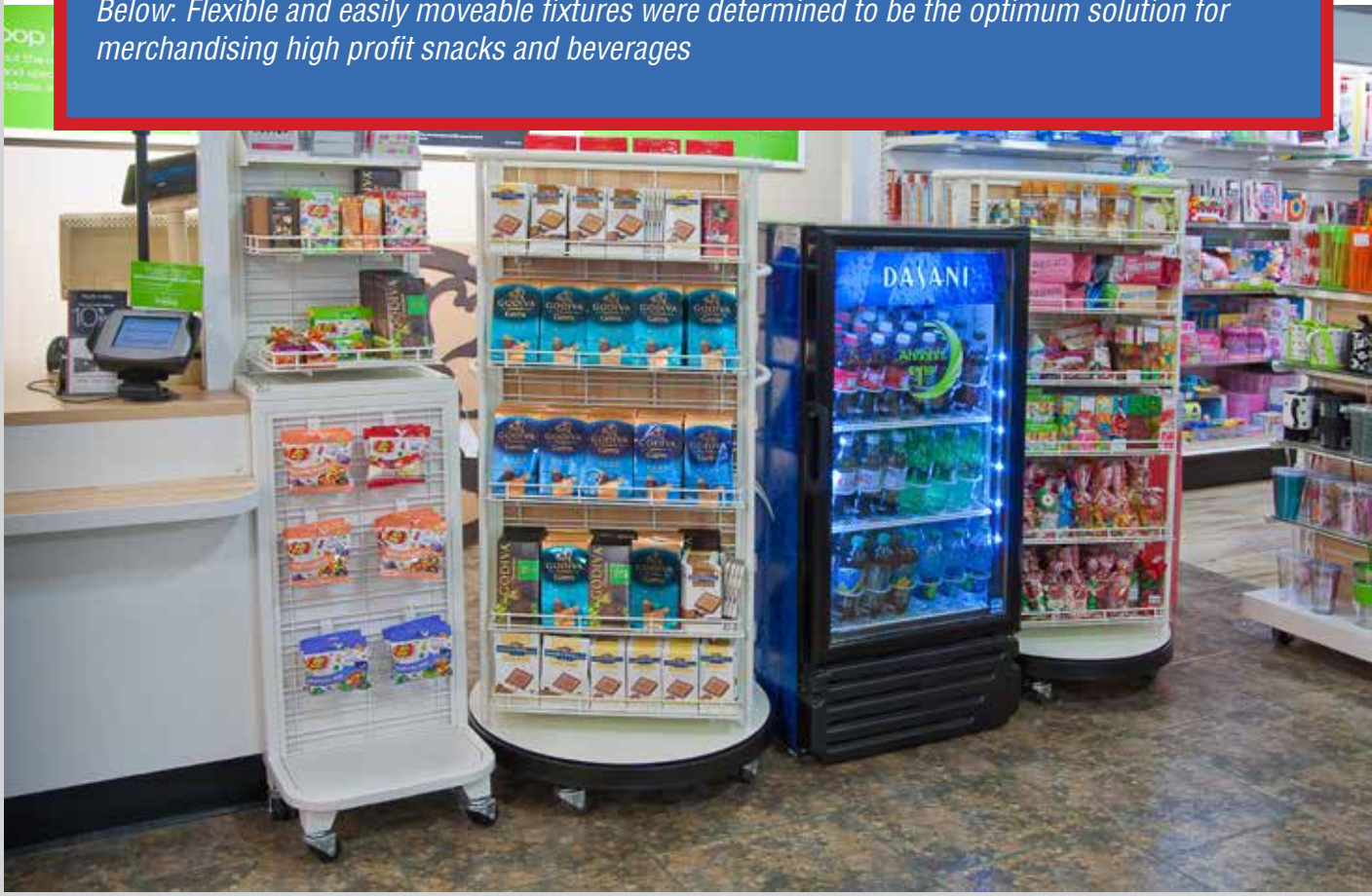






*Above: A variety of merchandising fixtures and systems were explored and evaluated*

*Below: Flexible and easily moveable fixtures were determined to be the optimum solution for merchandising high profit snacks and beverages*







*Above. Various levels of merchandise and inventory at the cash wrap were explored and analyzed.*

*Below. A low density inventory product approach was adopted to speed customer checkout and minimize the need for restocking in this zone. "Wheel Away" fixtures were utilized for ease and speed of restocking product.*





COZI® (Customer Operating Zone Improvement) is King-Casey's unique strategic principle and methodology for brand building which focuses on understanding your customer's behavior to develop brand specific design, merchandising and communications solutions that make the customer experience easier and overall more pleasant.

#### Designs Based on Customer Zones

The most successful brands have recognized that their stores are not just big branded boxes. Each is actually a collection of many individual "customer operating zones". Customers behave differently in each zone. Their needs and expectations are different. Each of these unique zones is right for one merchandising and communications strategy, and dead wrong for another. By identifying these zones and understanding how customers behave in each zone, you can craft zone-specific communications and merchandising strategies that are sharply responsive to how customers use these zones.

King-Casey is one of the top retail consulting and design firms in the U.S. For more than half a century, we have been helping companies build competitive brands by dramatically improving the customer experience. Our highly creative design solutions are firmly grounded in scientific insights derived from research and hard data about consumer behavior. Our strategies and designs are crafted to realize measurable and meaningful results for your brand. We provide a complete range of services including assessment, research, branding, visual merchandising, store design, and rollout. We will help you develop creative, innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

#### Want to Know More?

Please call Tom Cook, Principal, King-Casey at (203) 571-1776. Or e-mail Tom at: [tcook@king-casey.com](mailto:tcook@king-casey.com). Take the first step in optimizing your menu and increasing your business performance.



25 Sylvan Road South  
Westport, CT 06880 USA  
Tel: + 1 (203) 571-1776  
[www.king-casey.com](http://www.king-casey.com)