

Advantage Helps Iconic Retailer M&S Improve Engagement With International Franchise Partners

The Challenge

M&S is an iconic British retailer with major high street presence and an expanding estate of stores across Europe, the Middle-East and Asia that are operated by a network international franchise partners. In order to continue to grow in international markets in a controlled, consistent and sustainable way, M&S recognized the need to gather ongoing feedback from their franchise partners in an independent and objective way.

A Custom Solution was required because:

- It allowed flexibility of research design – we were able to ask unique questions that are essential to understanding the relationship M&S has to their franchisees across multiple business departments
- M&S has a diverse network of franchisees, operating in multiple regions and countries. This meant we needed to co-ordinate fieldwork in multiple markets and analyze the data using customized segmentation variables to provide a detailed level of feedback that would be actionable
- M&S wanted a solution that could be repeated regularly, and the fieldwork schedule would be sympathetic to religious festivals and seasonal sales events that would affect franchisee participation

How We Helped

The Advantage Custom Solutions team designed a bespoke Voice of the International Retail Partner solution. Key features of the solution are:

- A 10-question online survey tailored to each respondents' area of business with our client
- We achieved an average response rate of 75%+ over two fieldwork waves
- Targeted use of open-end questions to increase depth of feedback generating 1,800+ comments from a base of c. N=150 respondents
- Reporting outputs included customized analysis and segmentation of franchisees based on size, geography, strategic importance, business function and department in PPT report format + interactive online dashboard
- Annual frequency with fieldwork timings to work around seasonal events –wave one kicked off in Q2 2022 and a repeat wave in Q2 2023.

The Outcome

M&S has an improved segmented understanding of international franchise partners relationships, which allows them to take a more targeted approach to action planning and communication. The data is being democratized across the business via an online dashboard so that the teams responsible for day-to-day relationship management are informed and empowered.

The M&S logo is displayed in a large, white, serif font, centered on the left side of the image. The background is a grayscale photograph of a multi-level shopping mall with people walking on the lower levels and a balcony on the upper level.

EST. 1884

Voice of the
International Retail Partner

