How location analytics helps Argos

At Argos we understand the benefits that geographic information can present to a business, having used mapping software such as location analytics for more than 20 years. We use Esri software to gain a better understanding of our customers and competitors alongside reviewing our property portfolio strategy.

Over the past decade, location analytics has helped us to identify new store locations and prioritise store refits, using detailed drive time and postcode analysis. A map really helps to visualise the trading environment in a particular area, whether that's customer penetration or competitor presence.

Location analytics are currently helping us adapt our store network to ensure it offers optimum coverage of the UK and Ireland, so customers can benefit from immediate convenient collection of items they have reserved online via our website, mobile sites or iPad app.

We have also used the technology to help with operational efficiencies and to inform other divisions in our business, such as helping our distribution team pinpoint key locations from which to grow the delivery operation.

The technology will continue to sit at the heart of many of our marketing and property decisions, helping to drive strategy. Exciting opportunities ahead include the growth of geo-marketing and evolutions in our in-house customer segmentation data, both of which already help push our digital and conventional marketing programmes.

The latest phase of the 2011 census is just about to be released, an exciting time for anyone using location analytics in retail. It will allow us to refine our models to fully reflect the changing population and help answer the question of how to best serve customers in the future. www.argos.co.uk

Andy Stringer, Location Planning Manager, Argos

The top five reasons why location analytics is essential for retailers

1. **Improve ROI**

2. **Increase your sales**

3. **Control costs**

4. **Boost customer satisfaction**

5. **Build customer loyalty**

www.esriuk.com/retail