Decoding the customer journey to improve business results

A detailed analysis of an IKEA customer journey
IKEA Netherlands is one of our partnership clients, and we’ve worked together for more than a decade. As part of our close working relationship, the Consumer & Customer Insights team at IKEA Netherlands approached us to help them understand their customers’ journeys to improve the shopper experience and sales. They wanted to understand the reasons people choose to shop at IKEA, their willingness to pay, and the obstacles preventing them from purchasing home furnishings from the retailer in the areas of Living Room, Kitchen and Bedroom. These three areas are core to the retailer’s business and therefore understanding the true detail of people’s journey in each was essential.

Insights to encourage customers to buy in other departments
By understanding what elements customers consider as the most important and what drives them to make a certain purchase, the research identified how IKEA could act on it to attract more customers. At IKEA, customer penetration is high, so this project pinpointed how to encourage shoppers to buy in other departments to increase sales in other departments. As a Business Leader from Workspaces told us; “This is one of the best pieces of research we’ve ever done because we can really do a lot with the insights.”

The research offers many starting points that we can act upon. It provides confirmation of areas where we have experienced challenges for some time and will help us address these areas. In addition, everyone is really impressed that the results are tangible, so we can act upon them.

Consumer and Customer Insights Leader
IKEA Netherlands

Actionable insights to support the business plan
The results of the survey were converted into actionable plans organized by category. IKEA had asked for detailed action points to progress once the research was completed. In particular, GfK’s team focused on identifying barriers and drivers for IKEA and its competitors; breaking down the specific customer journeys of different customer types based on income and lifestyle and evaluating willingness to pay at IKEA versus the competition.

Facts & Figures

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<thead>
<tr>
<th>Sector</th>
<th>Furniture retail</th>
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<tbody>
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<td>Scale</td>
<td>World’s largest furniture retailer since 2008</td>
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<tr>
<td>Stores</td>
<td>445 globally</td>
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<tr>
<td>2021 Sales</td>
<td>$41.3bn</td>
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The detailed output and resulting guidance were well received: “The research confirmed assumptions we already had about our customers and also supported our efforts in implementing our new business plan” is a sentiment echoed by Core Area Managers in the three key areas of Bedroom, Kitchen and Living Room.

A strong working partnership
GfK has worked with IKEA Netherlands for more than a decade. Over this time, GfK’s account management team has built a close working relationship with the different teams in IKEA and has a solid understanding of the business so can anticipate and fulfil insight and data needs. IKEA uses a range of solutions from GfK including Consumer research and Market Intelligence.

THE CUSTOMER JOURNEY IS A COMPREHENSIVE COLLECTION OF CONSUMER INSIGHTS WHICH PROVIDE AN HOLISTIC VIEW OF PURCHASING BEHAVIOR

**Trigger**

Purchase Trigger:
- What needs drive the start of the purchase cycle?

**Search**

Search & Orientation:
- Which touchpoints are important to the purchase journey?
- Where do consumers look for information (online or offline)?
- What kind of information are consumers looking for?

**Consideration**

Consideration:
- What other options have consumers considered instead of purchasing the product as new?
- Who does not consider my brand and why not?
- What budget do consumers have in mind and do they stick to their budget?

**Purchase**

Moment of Purchase:
- What attributes drive brand choice?
- Who is buying my brand vs. my competitors?
- Which shoppers do I lose during their purchase journey and why?

**Early usage & Evaluation**

What is the impact on future purchase consideration?

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Take your strategy to the next level

Like what you read about how IKEA is using our Consumer Insight solutions?
Find out how GfK’s unique combination of products can elevate your brand tracking strategy.

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