

Women Want Home Improvement Retailers to Boost Service

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National Survey Reveals Gaps In Service, Product Knowledge

NEW YORK, Feb. 27 /PRNewswire/ -- Women shoppers are vital to the nation's leading home improvement retailers yet many feel underserved.

Independent research conducted by **Cerebellas® LLC**, a strategy and marketing company, highlights retailers' challenges.

"Women want to simplify what they perceive to be an unnecessarily complex shopping process. Above all, they long for a stress-free experience and want to feel that their business is appreciated," says **Beth Zimmerman, principal of Cerebellas**.

Although women vary in their knowledge and ability to execute home improvement projects, the study revealed the necessity of good customer service, something respondents found lacking. Zimmerman notes that customer service is complex and requires sustained commitment on many levels.

"Deficiencies in sales staff's product knowledge are tremendously frustrating to women shoppers. Hiring and training the right talent should top the to-do list for all home improvement retailers."

Women are responsible for over 50 percent of all household purchases, says Zimmerman; some put this figure even higher, counting purchases made on behalf of family members.

Study highlights:

- * Women are most loyal to stores that have products and services relevant to their needs, good customer service and good value.
- * Poor customer service was cited by 77 percent of women as the chief contributor to an unsatisfying shopping experience.
- * Nearly 97 percent reported that a single person capable of answering all their questions was one of the most important services a home improvement retailer could provide.

Further, Cerebellas' study explored the impact of a store's environmental features, such as color, signage and lighting. "Many of the environmental modifications of interest to women are so fundamental that I expect them to improve the shopping experience and sales potential for all consumers, regardless of gender," says Zimmerman.

- * 88 percent want more highly visible markings to ease store navigation.
- * 77 percent want to see important information at eye level.

Cerebellas® LLC is a strategy and marketing solutions company delivering intelligence-based, actionable and transformative insights for consumer and business brands. The company is well-known for its industry-neutral approach and its unique expertise in marketing and environmental design. For more information, visit its web site <http://www.cerebellas.com> or contact Beth Zimmerman directly at beth@cerebellas.com.