

For Immediate Release

Contact: Kathy Hartman, National In-Store, Inc.
2 North Tamiami Trail, 9th Floor
Sarasota, Florida 34236
Telephone: 941-554-2666
E-mail: khartman@nis-retail.com

Contact: Kristy Hoover, M/A/R/C Research
1660 N. Westridge Circle
Irving, Texas 75038
Telephone: 972-983-0465
E-mail: kristy.hoover@marcresearch.com

Spending Over 4 Minutes in Check Out Lines Means Lost Customers!

One in ten shoppers leaving a store without making a purchase cited the wait to check out as a factor in their decision not to buy. When forced to wait in line in excess of 4 minutes, customer satisfaction levels fall below 80%.

A study performed by National In-Store and M/A/R/C[®] Research in February included responses from 3,500 in-store audits as well as over 17,000 shoppers.

“We have reconfirmed one important factor influencing conversion rates. Retailers wishing to win must continually identify the other factors that have the greatest relationship towards improving results,” says Steve Greenstein, Vice President of RetailMetrics, a division of National In-Store.

The study offers in-depth research on “Check Out Speed Satisfaction Levels by Store Category” which includes Grocery, Mass Merchandiser, Club, Consumer Electronics, Drug and Office Supply stores. Additionally the study also provides results of field audits in over 3,500 stores related to the actual number of shoppers waiting in line by day of week in each of the 6 categories of stores measured.

To download the full study and receive a free subscription to *MEASURE – A Monthly Measurement of The Retail Experience* please visit:

www.nis-retailmetrics.com or www.marcresearch.com/measure

RetailMetrics, a division of **National In-Store**, is built around the philosophy, “What Gets Measured, Gets Done.” We provide retailers in-store Inspections, Measurement, and Score-Carding services to correct and achieve strategic goals, as well as determine areas of opportunity or success at a total chain or individual store level. The overall goal is to improve sales and profits through improved in-store execution. Our subject matter expertise in retail audit and operations along with our national presence ensures coverage to your entire footprint.

National In-Store is the fastest-growing U.S. retail resources provider, serving more than three million retail sites annually with more than 10,000 field associates. NIS offers a wide range of merchandising, sales training, events & demos, ISO certified fulfillment, experiential marketing, mystery shopping, quality assurance and technical services. Headquartered in Sarasota, Florida, NIS maintains offices throughout North America, Europe and Asia-Pacific.

[M/A/R/C® Research](#) is a full-service marketing research and consulting firm that uses innovative qualitative and quantitative methodologies to help clients launch better products and services, find new and valuable customers, and build stronger brands.

Our proven marketing issues platforms support clients' brand building efforts.

- Assessor® – a new product development and optimization platform – helps clients “green light” ideas, evaluate concepts, forecast the sales and market potential of developed offerings, or optimize marketplace strategy.
- MarketLink – a brand (BrandLink) and customer (CustomerLink) development platform – identifies and quantifies actions driving brand health and customer loyalty.
- Custom Portfolio – a collection of structured, yet flexible research offerings – is designed to meet clients' diverse needs with solutions ranging from eye tracking to segmentation research.

Since 1965, M/A/R/C has delivered high-quality, objective driven research. Our teams design and execute traditional and online solutions while adhering to a client-service ethic built on being easy to work with and delivering what is promised.

Both National In-Store and M/A/R/C Research are part of the [Omnicom Group](#), a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations, and other specialty communications services to over 5,000 clients in more than 100 countries.

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