



Wickes Shortlisted for "Ecommerce Game Changer" Award at the 2024 Retail Gazette Awards

BIRMINGHAM, UK

Wickes, a leading home improvement retailer, has been shortlisted for the prestigious "Ecommerce Game Changer" award at the 2024 Retail Gazette Awards. This nomination recognises Wickes' significant achievements in transforming its digital customer experience and driving innovation in the retail sector, accomplished through its strategic partnership with Good Growth.

Wickes has consistently demonstrated a commitment to innovation, particularly in enhancing its digital capabilities to create a seamless and integrated multi-channel shopping experience. Central to this transformation has been the **optimisation of their Click & Collect service**, which has resulted in an increase in sales and record levels of customer satisfaction. Wickes has also invested in modernising its fulfilment processes and order management solutions, allowing for faster and more efficient service to customers.

The partnership with Good Growth has been instrumental in these successes. Together, they embarked on a strategic programme to enhance the Click & Collect proposition, encouraging customers to opt for this more efficient fulfilment method. Through rigorous data analysis and iterative testing, the initiative led to a significant 800% ROI and a notable improvement in customer satisfaction score – results that wouldn't have been possible without both businesses aligning on taking an innovative mindset and approach.

"This nomination is a great recognition of the work we've done with Wickes," said Jacob Nicholls, Account Manager at Good Growth. *"Our data-driven approach and commitment to continual innovation have played a crucial role in enhancing the Click & Collect proposition, ultimately driving both customer satisfaction and sales growth. We are thrilled to see these efforts acknowledged in such a prestigious way."*

Looking forward, Wickes plans to continue its focus on innovation in partnership with Good Growth by introducing new digital tools and further enhancing the Click & Collect journey. By leveraging customer insights and cutting-edge technology, Wickes aims to maintain its competitive advantage and continue to drive growth in the home improvement sector.

The winners of the Retail Gazette Awards will be announced on the 16th October.

For more information, please contact **George Hall**, Marketing Manager at Good Growth.

About Good Growth:

Good Growth is a data and technology company that partners with global brands to drive profitability and market share through innovative digital solutions. With a focus on customer-centric growth, Good Growth delivers exceptional results through data-driven strategies and a commitment to innovation.

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