



Maybe*

In association with

biro

British Independent Retailers Association

July 2019

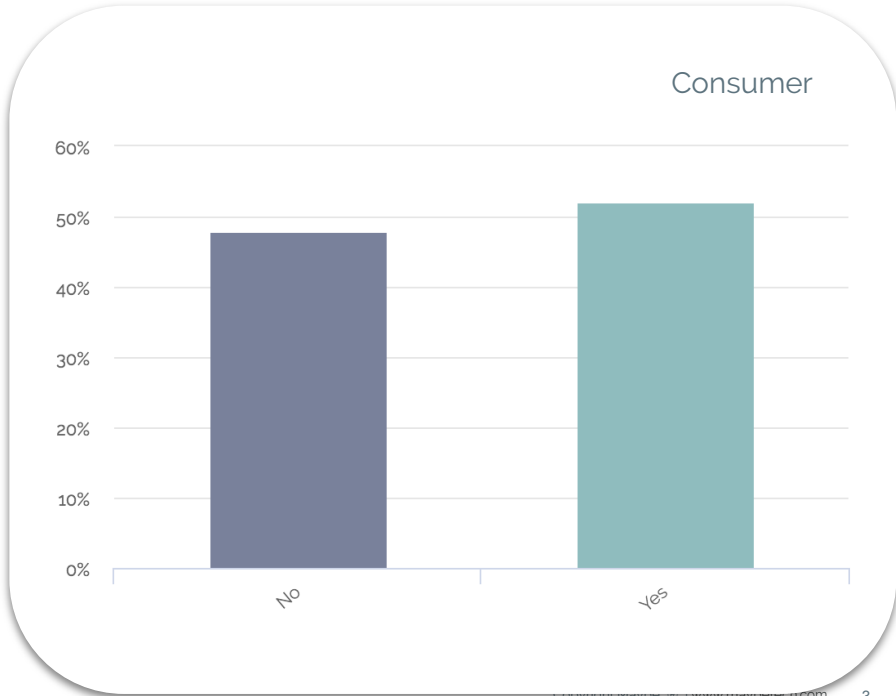
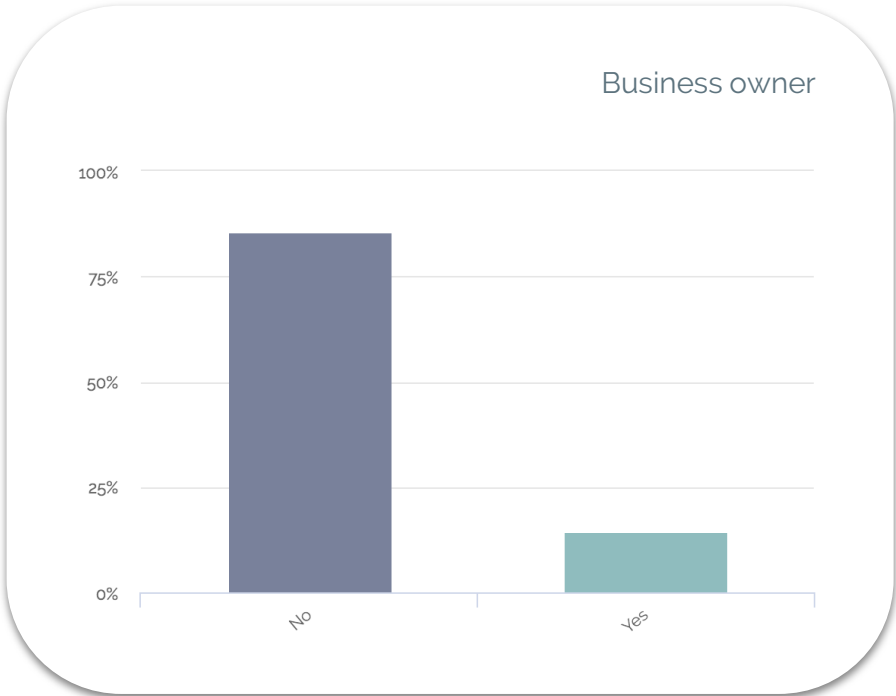
About this research

Working with Bira, Maybe* is using a chatbot to gather nearly 4,000 data points from retailers and consumers to understand if shoppers and retailers are aligned in their views on a few key points.

Here are the answers to our six questions...

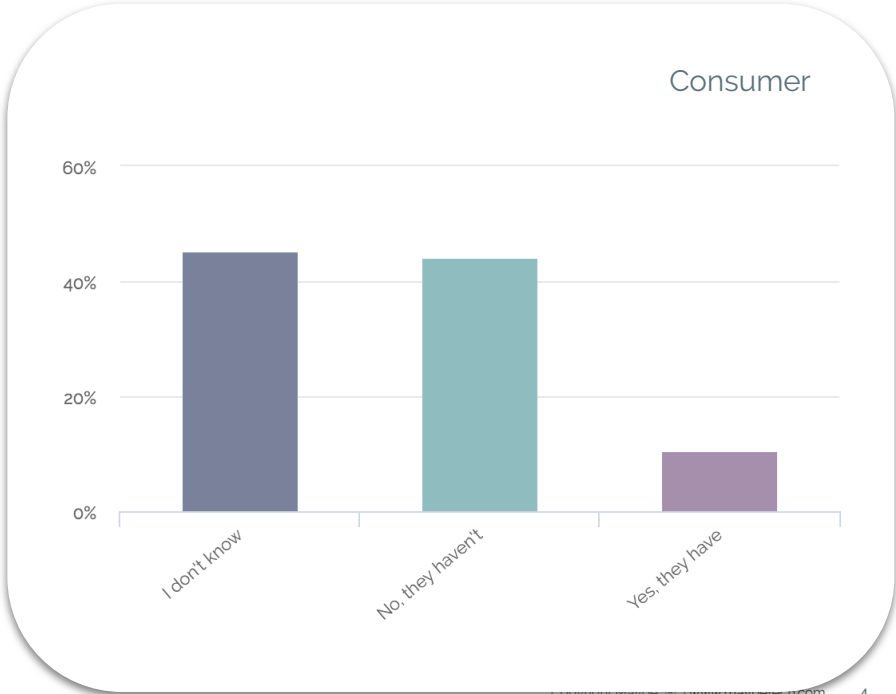
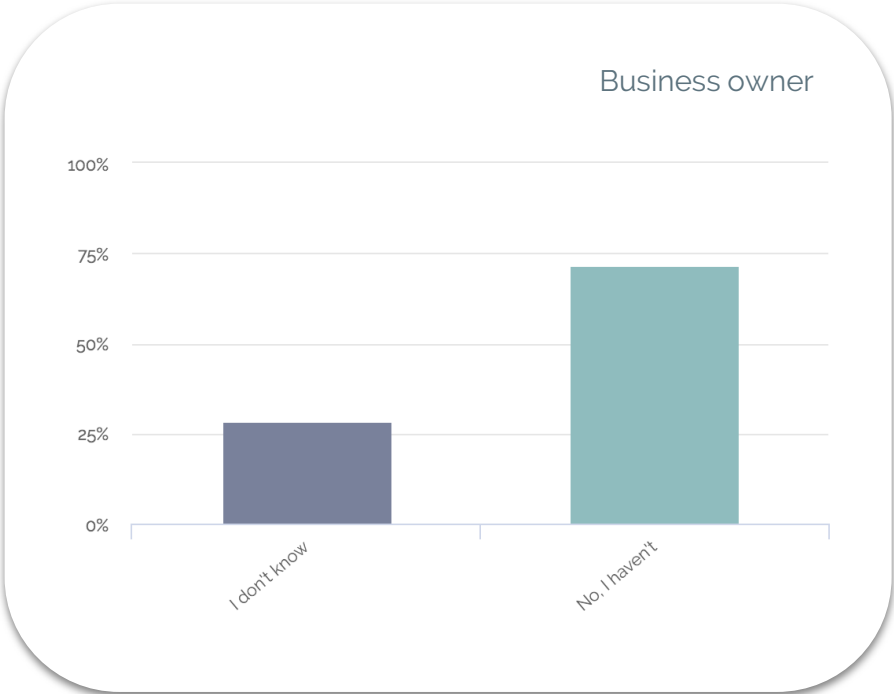
WE ASKED PEOPLE

1. Do you feel local businesses have been affected by Brexit?



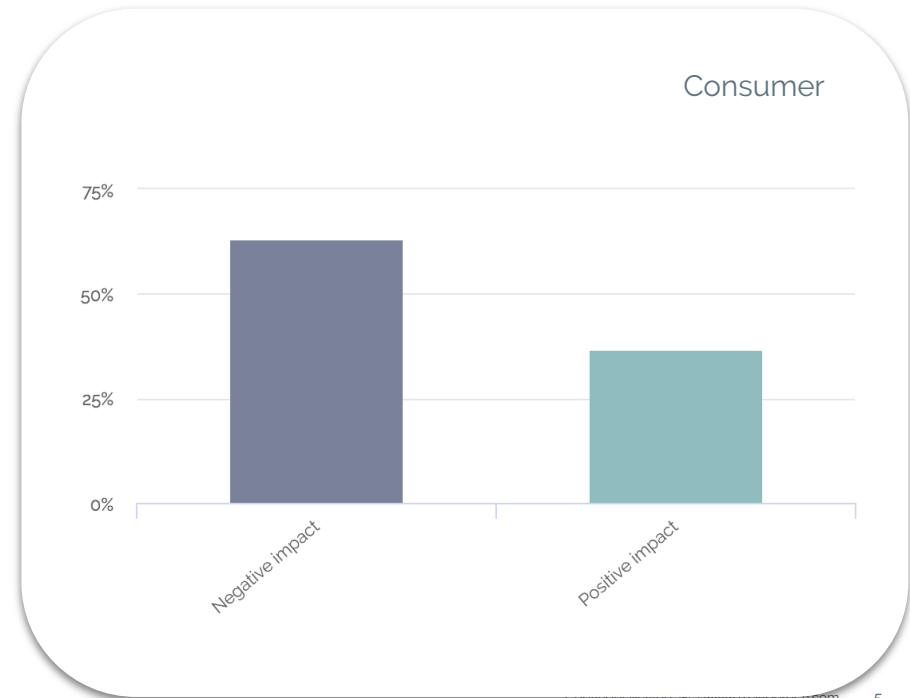
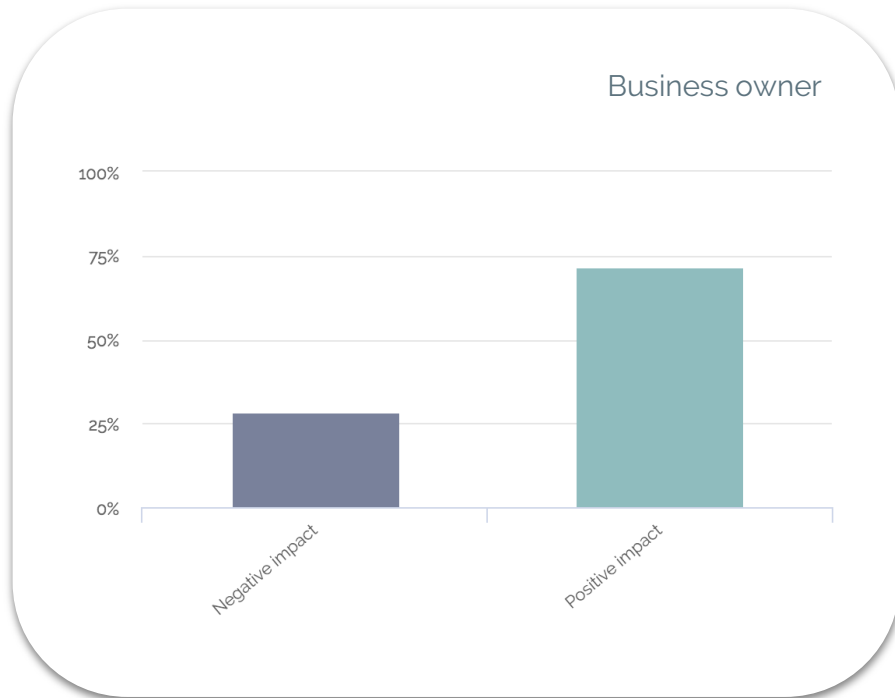
WE ASKED PEOPLE

2. Do you feel local businesses have benefited from the recent change to business rates?



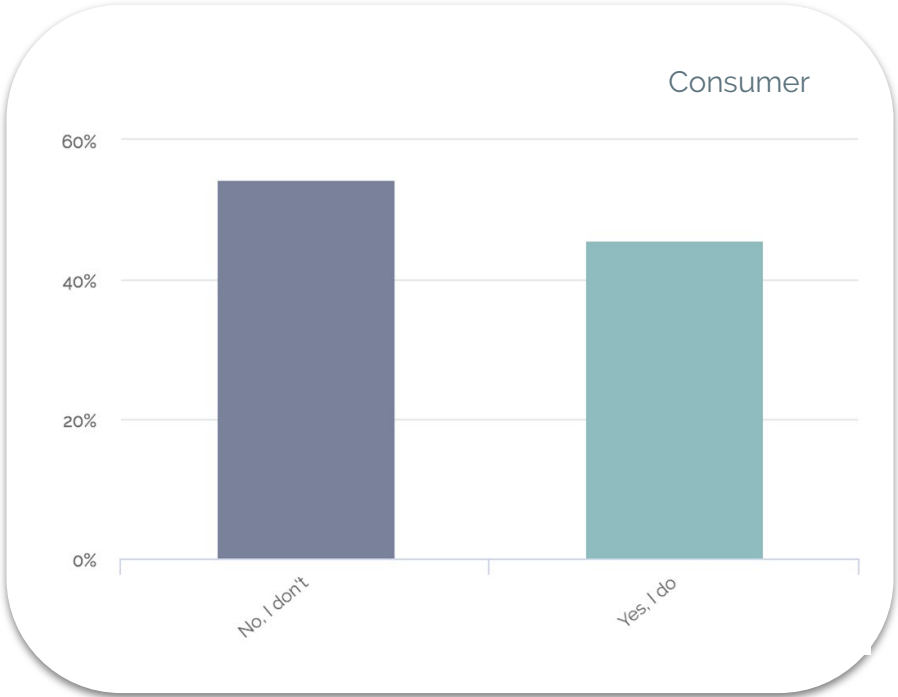
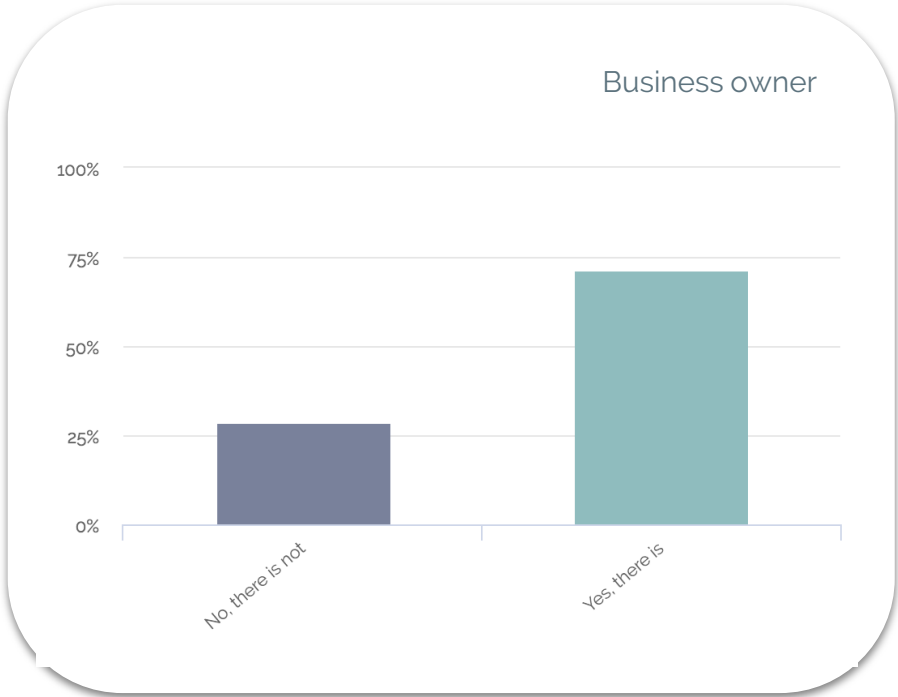
WE ASKED PEOPLE

3. Do you think parking facilities in your town affect how the footfall to your town in a positive or negative way?



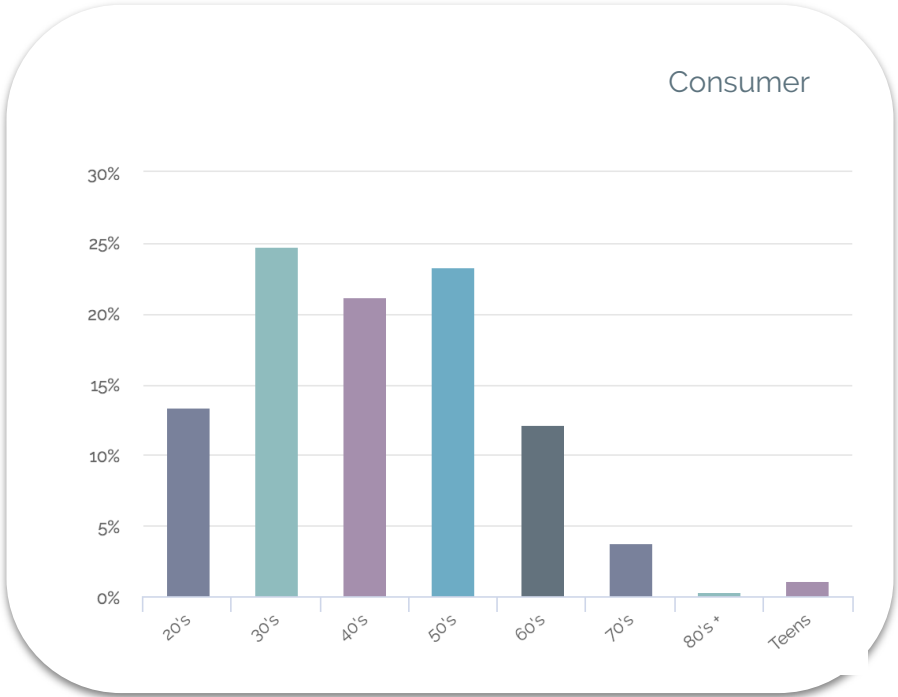
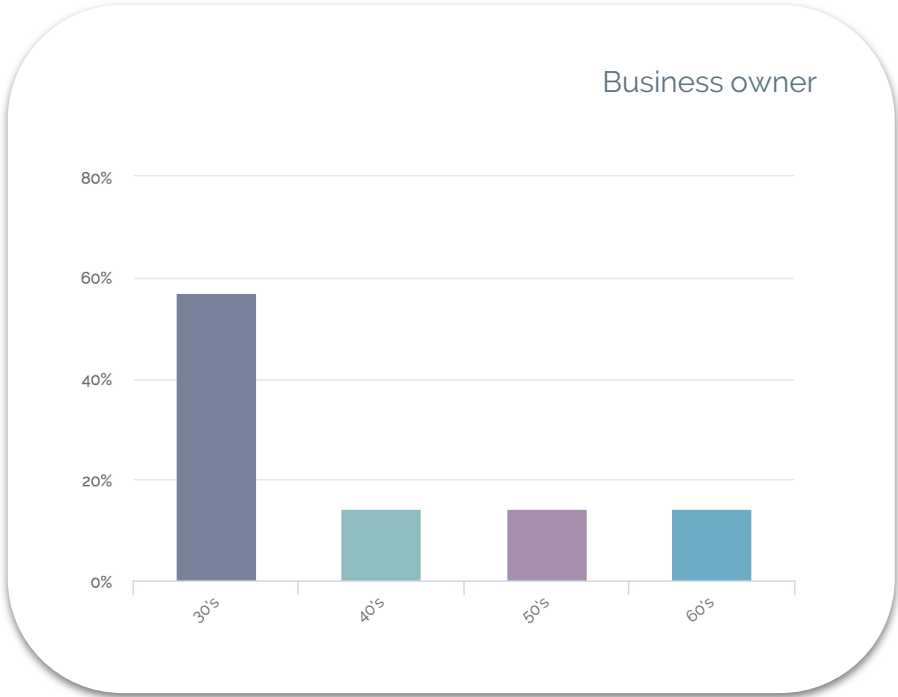
WE ASKED PEOPLE

4. Do you feel there is enough parking close the shops?



WE ASKED PEOPLE

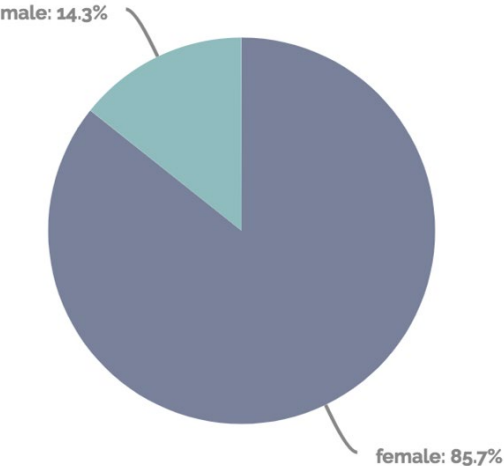
5. What is your age?



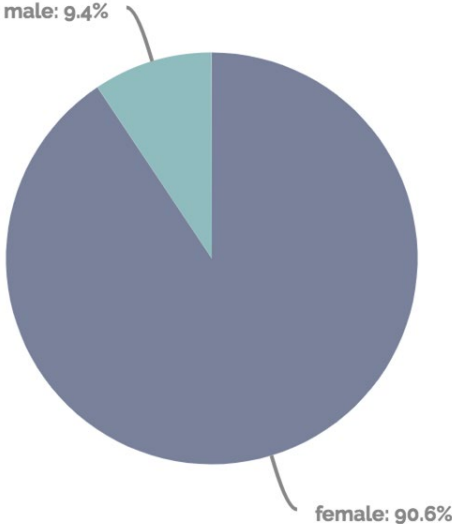
WE ASKED PEOPLE

6. What is your gender?

Business owner



Consumer



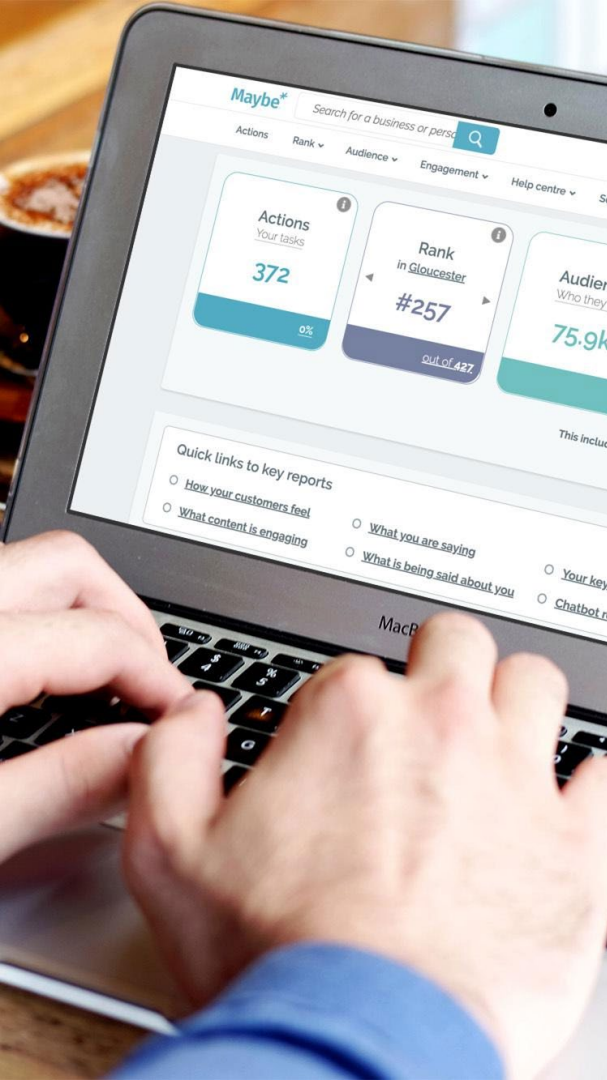
What does this data mean?

While shoppers and retailers are aligned in many areas, it's clear that there are differences.

Shoppers appreciate that most retailers have not benefited from changes to business rates; however, shoppers have also overestimated the impact Brexit has had on independent retailers.

And while most retailers feel that the parking situations near their shops are okay and affect footfall in a positive way, most shoppers feel the opposite.

Clear social media communications from retailers to their audience to assure them about parking and shop security would be a great start.



The Maybe* platform turns what people are saying into activities to improve your results.

We allow you to connect with your audience to understand if the experience you're delivering is the experience they want.

Maybe* is working with Bira to offer all members a free trial of the Maybe* platform, followed by a three month discount of 20%.

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bira.co.uk/maybe

www.maybetech.com

A note from the Maybe* CEO



Polly Barnfield, OBE
CEO & Founder of Maybe*

"By connecting directly with shoppers through social media, independent retailers can begin to understand the needs and wants of their audience. Oftentimes these results are surprising."

"The Maybe platform seamlessly integrates the Messenger chatbot results into the platform, helping Bira members to action this feedback quickly and personally."*