

## PRESS RELEASE

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## **Kurt Salmon forms strategic partnership with performance improvement specialists Maze & Partners**

**London, 19 March 2012 – Kurt Salmon, the global retail and consumer goods consultancy, has formed a strategic partnership with Maze & Partners, whose technology is being used by companies to improve the performance of their sales staff. The two companies have been collaborating for several years and have decided to formalise the arrangement to cover client work in the UK and Ireland.**

“The Maze solution fits in well with our in-store service offer, which centres around helping retailers provide better customer service to drive loyalty,” explains Richard Traish, senior partner, Kurt Salmon. “As the opportunity for growth is limited, retailers are looking to take market share and one way they can do this is by reducing the variation in sales performance across their branches.”

The Maze solution uses a combination of customer feedback and goal-setting to create an automated *‘feedback and response cycle’*. This makes it easy for average performers to adopt best practice behaviours with sustainable improvements achieved in a short period of time.

According to Jim Nicholson, managing director, Maze & Partners, the joint Kurt Salmon/Maze offer is “extremely powerful” at a time when businesses want to know more about their customers, but also how to use that data to make a difference to their bottom line.

“Maze and Kurt Salmon share an obsession for results-driven engagements and this augurs well for a solid and successful partnership,” he adds.



Kurt Salmon and Maze & Partners are already engaged on a number of FTSE 100 opportunities in the retail, wholesale distribution and financial services sectors.

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## About Kurt Salmon

For more than 75 years, Kurt Salmon has been the trusted advisors to the world's leading retail and consumer products companies. Our history centres on unparalleled industry specialisation, through which we have earned the privilege of working with 30 of the world's top 50 - and all of the top five - retailers, global and specialty brands and top-tier suppliers. We are the first choice for delivering operational excellence, improved profitability and superior customer engagement and achieve measurable results for our clients.

Kurt Salmon is a company of Management Consulting Group (MMC - London Stock Exchange). For a larger vision: [www.kurtsalmon.com](http://www.kurtsalmon.com)

## About Maze & Partners

Established in Oslo in 2004, the founders of Maze first brought their experience of reducing variability in performance to bear on the commercial sector. The concept started life in retail, but now includes financial services and consumer goods organisations. Maze brings you a tried and tested method of staff improvement with measurable bottom line benefits. Maze identifies the actions and attitudes of your top-performing people and makes it easy for the rest to echo that behaviour. The Maze method is unique and our success is a matter of record wherever staff and customers come face to face.

**For more information: [www.mymaze.com](http://www.mymaze.com)**

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