

ON-SITE AUDITS

Monitor program execution and operational compliance across all your locations.

Actively and accurately tracking promotion execution, stock levels, pricing, merchandising and other key aspects of your on-site experience should be an integral part of your customer experience measurement. That's why Market Force Information's expert auditing services deliver specialized information at the individual location level.

Our on-site audits have provided some of the world's largest companies with crucial information that has direct impact on customer satisfaction and sales. We utilize a segment of our shopper base—individually selected and specially trained—for this unique solution. We go beyond transactional data typically provided by POS scanner systems, and uncover the reasons behind volume fluctuations at the location and SKU level.

MEASURE

- Pricing for your products and those of your competitors
- Store layout and adherence to planograms at the SKU level
- Compliance with corporate branding and signage guidelines
- Presence and position of displays, signs and materials
- Product distribution
- Inventory levels and out-of-stock status

SO YOU CAN

- Quantify lost sales due to stock-outs and implement strategies for improvement
- Identify individual locations that are non-compliant with marketing or merchandising programs and resolve issues quickly
- Ensure price accuracy and consistency
- Verify timely and proper promotional program launches
- Identify opportunities to improve consumer navigation through changes to store layout or signage



ON-SITE AUDITS INCLUDE

- Pricing audits
- Merchandising/image audits (with or without digital images)
- Promotion/display audits
- In-stock audits

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email sales@marketforce.com.

MYSTERY SHOPPING

An objective view of your customer experience in all of your locations.

The Market Force Information Mystery Shopping service evaluates your operational performance against your internally defined standards. Our shopper network anonymously visits or calls your locations and answers custom questionnaires to deliver a comprehensive, unbiased view of your operations, one you won't receive through internal teams. We look at topics ranging from branding and operational compliance to customer service, staff appearance and wait time, then provide actionable insight into your customer experience. With this information you can optimize your operations, improve customer satisfaction and maximize sales.

MEASURE

- On-site branding and operational compliance
- Staff appearance, friendliness and engagement
- Sales force effectiveness
- Wait and service time
- Overall quality of product or service
- Cleanliness and general appearance of location—both interior and exterior
- Product/service selection and availability
- Cleanliness, functionality and stock condition of restrooms
- Up-selling of additional products and services
- Customer thank you and invitation to return
- Overall on-site customer experience

SO YOU CAN

- Improve operational performance to maximize the customer experience, sales and profitability
- Correlate sales results to specific customer experience measurements
- Know which levers to pull to optimize the customer experience
- Identify areas where new procedures and/or additional training can improve your bottom line
- Reinforce desired behaviors by rewarding store managers and personnel who deliver an outstanding guest experience



MYSTERY SHOPPING PROGRAM SUPPORT

- Shopper network of more than 300,000 individuals nationwide
- Best practices developed over years of serving clients in almost every customer-facing industry
- Highest quality standards for shopper recruiting, data collection and reporting

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IVR/WEB-BASED CUSTOMER FEEDBACK SURVEYS

Increase satisfaction, loyalty and sales by gathering direct customer feedback.

Market Force Information understands the importance of listening to your customers. To provide you with that feedback, we offer the latest in Interactive Voice Response (IVR) and web survey technology to capture your customers' thoughts, perceptions and attitudes about their most recent experience with your brand.

Our IVR and web-based surveys reach customers closer to their point of contact with your brand than other data collection methodologies. Through our expertise in questionnaire development and experience with virtually every customer-facing industry, we deliver turnkey programs with high response rates that address your most important questions with actionable insights.

MEASURE

- Reasons behind customer brand selections and items purchased
- Customer satisfaction with overall on-site experience, including likelihood of returning and/or referring friends
- Customer perception of specific operational areas, such as staff knowledge, customer service and site cleanliness
- Specific problems or customer complaints and the degree to which they were resolved
- Customer behavior, including frequency of visiting, brands selected and brand differentiators in guest choices
- Actual customer experience versus expectations
- Recall of promotional programs and presentation

SO YOU CAN

- Develop effective strategies to leverage strengths and improve on areas where customers' expectations are not being met
- Immediately respond to customers' problems and complaints through personal communication and strategies developed to address root causes of dissatisfaction
- Guide strategic product offering and store layout decisions



CUSTOMER FEEDBACK SURVEY FACTS

- Available to customers 24 hours a day, seven days a week
- Sophisticated fraud detection and prevention
- Supports multiple languages
- Supports a variety of question types, branching and skip logic
- Expertise in driving response rates

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COMPANY OVERVIEW

WHO WE ARE

Market Force Information is the leading customer experience information and insights partner for multi-location businesses. We deliver crucial information and actionable solutions that address your brand's moment of truth—the face-to-face interaction between brand and consumer when loyalty can be won or lost and purchase decisions are made. Market Force Information delivers a holistic view of your customer experience along with the insights and on-site action you need to increase customer loyalty and drive sales. With a long history servicing the leaders in almost every customer-facing industry, we are the critical link to your customers and your partner in maximizing their experience with your brand.

WHAT WE DO

Our products and services are divided into two broad categories:

OnSight: Evaluations and Action

- We evaluate your customer experience providing information that is objective, subjective, operational and experiential
- We provide direct on-site action through a full range of merchandising services

InSight: Identify Solutions

- We maximize the value of your customer experience information with insights gained through rigorous statistical analysis
- We initiate immediate on-site improvements through automated training or reward programs

Market Force Information stands out as the only company in the industry to offer a truly full-service, integrated suite of mystery shopping, direct customer feedback, on-site merchandising and analytics services.

Information, insight and action. All from a single partner.



WHY WE'RE DIFFERENT

- Our breadth of products and services that address your customer experience from all angles
- Our industry expertise and shared best practices
- Our proprietary data delivery technology
- Our industry leading information, insight and action solutions

ONSIGHT: EVALUATIONS AND ACTION

PRODUCT CATEGORY	KEY ISSUES ADDRESSED
Mystery Shopping	Compliance with internal guidelines for operational performance and branding
Direct Customer Feedback Surveys	Customer perceptions and attitudes
On-Site Audits	Merchandising/branding compliance, in-stock status and product pricing
Competitive Evaluations	Competitive comparison across a consistent set of measures
CRI Theatre Checks	Verification of and reaction to pre-feature advertising, trailers and promotional programs
Product Merchandising	Product placement, stocking, pricing and packaging
On-Floor Set Up	Timely and proper execution of promotional programs and seasonal product changes
Crisis Management	Immediate rectification of product crisis situations including recalls

INSIGHT: IDENTIFY SOLUTIONS

PRODUCT CATEGORY	KEY ISSUES ADDRESSED
Analytics & Insights	Business opportunities and “levers” where investment will generate the highest return
Triggered Training® and Rewards	Automated, real-time delivery of training or rewards based on mystery shopping scores
Television Retail Insights	Competitively benchmarked in-store sales information for HDTVs

BENEFITS OF OUR INTEGRATED PRODUCT SUITE

- Delivers actionable insights
- Pinpoints focus areas for greatest ROI
- Improves on-location and call center operational performance
- Aligns customer experience with expectations
- Verifies compliance with product placement, stock level and pricing guidelines
- Ensures products are displayed when and where you want them to be
- Identifies significant performance gaps and best practices across your business
- Uncovers corporate-wide behavior patterns leading to revenue opportunities
- Tells a story that provides consultative recommendations
- Improves employee effectiveness, morale and retention

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