



A SHOPPER'S-EYE VIEW OF YOUR PRODUCTS IN-STORE

It's a competitive market place. Whether your business is in tech, mobile or domestic appliances, you need to compete on all fronts and maximise every opportunity to ensure customers are choosing your product over your competitors'. In-store positioning, product placement, promotions and staff recommendation all have a vital part to play in people's purchasing decisions – but how do you know what the true customer experience of your product is once it is on the shelf?

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Giving you a consumer's-eye view in-store and at the point of sale

Our In-store Recommendation service will provide you with a consumer's-eye view on how your products are promoted and recommended, as well as answers to key questions such as:

- What is your share of shelf vs. the competition?
- Are store staff knowledgeable about your products – do they deliver your key messages or promote negative stories?

- How do recommendations for your product rate against your competitors?
- What is the quality of the sales interaction and how does this impact purchase?
- How can you work with stores to optimize the positioning and recommendation of your product?

Measuring in-store activity against three key metrics

Using our local and international network of shopper panels, we measure points along the consumer's path to in-store purchase against three key metrics:

1. **Visibility:** Your share of POS, shelf, current promotions and displays.
2. **Recommendation:** The frequency with which your product was recommended and the advocacy rating – its strength, level of enthusiasm and whether the member of staff making the recommendation had good product knowledge.
3. **Closing the sale:** Was the customer encouraged to purchase, was a demonstration given, were positive or negative comments made, what was the likelihood of a purchase being made?

Deliverables give you the power of granular detail and broader insights

Delivery of standardised and custom reporting, provides you with the depth and breadth of intelligence you need to shape your strategy in-store. You'll receive:

- a scorecard detailing how you are performing across a range of metrics and against competitors
- verbatim reports and shopper feedback, including in video format, giving you a real flavor of the customer experience

Identify what tactics and which strategies have greatest effect.

Critically, we are able to link our In-store Recommendation data with our sales and customer satisfaction data to enable you to see the true impact of in-store activity on purchase. This helps you to identify what tactics and which strategies have the greatest effect.

Case study: Measuring in-store promotions and advocacy to determine retail effectiveness



The challenge

A major consumer electronics manufacturer wanted to measure the effectiveness of in-store activities in key EMEA markets to evaluate the return on investment (ROI) of its retail marketing spend. Specifically, the manufacturer wanted to determine whether POS materials and displays were executed consistently, and how effective sales staff were in conveying product benefits following extensive training.

Our approach

Using our In-store Recommendation approach, we provided a quantitative measure of the brand's presence in-store versus its competitor, set with recommendation rates for key product lines. Shopper feedback was used to qualify brand recommendations and, importantly, to highlight instances of poor advocacy levels and negative messaging.

Outcome

The manufacturer was provided insight into both market and channel level performance, enabling local teams to adapt their retail activity accordingly and for steps to be taken to address underperforming retailers. The research also highlighted which markets provided the greatest ROI on various training initiatives and where inconsistencies occurred in how POS material and products were displayed.

The subsequent wave of measurement has been used to measure the impact of improvement plans implemented in each market following the first wave.

Questions? Contact us!

Oli Bailey | T +44 7584 225 762
oli.bailey@gfk.com

To find out more, visit
mysteryshopping.gfk.com

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