

What is GfK Crowdsourcing?

GfK Crowdsourcing is the assessment and evaluation of products and services by a **mobile online community**.

This group collect **on-demand** touch point information to deliver a variety of quantitative as well as qualitative information **via a smartphone app**.



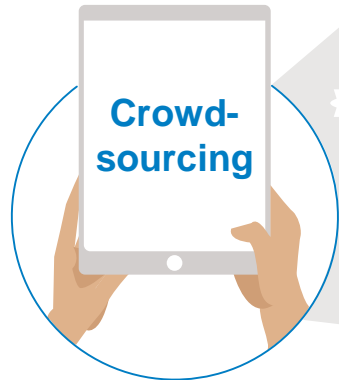
Information about products and service experience, pricing and promotions, staff behaviour, product placement and availability can be collected and instantly analysed.

GfK Crowdsourcing **allows delivery of real time information** quickly to clients. This helps **to speed up the decision making process** and improves the understanding of a continuously changing market.

GfK Crowdsourcing...

...a quick, efficient and cost effective mobile solution for field checks

- FAST
- FLEXIBLE
- VALUE FOR MONEY



- ✓ Faster, easier and more affordable than classic mystery shops
- ✓ Ideal for numerous tasks including pricing, product availability and POS checks
- ✓ In-built quality assurance : GPS verification, time stamped, photographs etc
- ✓ Leveraging technology to increase quality and speed
- ✓ Allows you to instantly access real-time results
- ✓ Web reporting platform with 'hot' alert distribution

GfK Crowdsourcing Evaluation

Usefulness of data collection

Customer Experiences

Gaining information about how customers have experienced products and services (e.g. in store, in restaurant and at petrol stations)

POS Check

Monitoring key factors at the POS - e.g. the implementation and availability of POS material, cleanliness and appearance of the store.

Quality Check

Observing how products / product categories and services are being launched, promoted, displayed, priced and made available at the POS

Staff Behavior

Assessment of staff-to-customer interaction, service levels and product recommendation behavior





GfK Crowdsourcing

Further information

Chris White

chris.white@gfk.com

+44 1865 262 701

mysteryshopping.gfk.com