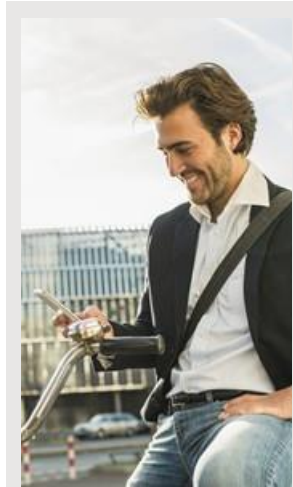


Improving the retail channel strategy for mobile devices



A leading global telecom device manufacturer.

We conducted a mystery shopping program in multiple retail channels and across 28 countries to assist our client with improving its channel strategy.

Situation

Our client required an independent measure of brand, service and product recommendations across a targeted sample of global retail sales channels to better understand what drives recommendations and purchases. It wanted a solution that would help identify strengths and weaknesses of retail delivery of its products as well as tailor retailer training and marketing tools to each market.

In addition, the client needed to support country channel managers with information that would allow them to share best practices.

Approach

We designed a representative sample structure that reflected smartphone sales by channel and country, and conducted mystery shopping in 28 countries. At the point of sale, our demographically profiled mystery shoppers took note of the brand and model recommendations, the benefits promoted, the availability of demonstration units and the client's in-store presence.

Our simple, scalable questionnaire allowed us to measure key indicators in a consistent way across all countries.

Outcome

Our solution is one of the main tools the client uses to monitor key performance indicators in marketing and sales. Enabling the company to identify the impact of major recommendation drivers at country and region level, has helped sharpen its channel programs.

For example, by uncovering channels where point of sale and demo phones were not being effectively utilized, it could redistribute budget and we were also able to measure the impact of handset seeding in driving recommendation. Further, country management has been able to share best practices and tailor sales training to local needs.