

ARE YOU READY FOR THE HOLIDAY SHOPPING SEASON?

Share of Wallet Success

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Ipsos: We're The Largest Mystery Shopping Agency In The World

1 MILLION+

Certified Ipsos
Mystery Shoppers

350+

Specialist Staff
Across The Globe

1.2 MILLION+

Mystery Shops
Conducted Annually

Ipsos Offices In

89 COUNTRIES

Access To Shopper Panels In

100+ COUNTRIES

MSPA NORTH AMERICA
MYSTERY SHOPPING PROVIDERS ASSOCIATION

MSPA LATIN AMERICA
MYSTERY SHOPPING PROVIDERS ASSOCIATION

MSPA EUROPE
MYSTERY SHOPPING PROVIDERS ASSOCIATION



So, you've prepared for the holiday season...



Planning



Rollout



The season begins...



Confusion



Chaos



Frustration



Plan "Off Track"

The stakes are BIG...

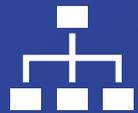


20-30%

70% and



4.2%



530,000 and 590,000



\$727.9 billion and
\$730.7 billion

"Retailers continue to improve customer experience...But convenience is the new retail currency. Retailers who offer seamless experiences, have products available and can deliver items more quickly than ever are most likely to win this holiday season."

-Rod Sides, vice chairman for Deloitte LLP and U.S. retail and distribution sector leader.

Will you be able to address those costly retail blind spots?



Are your retail front-line employees ready to be ambassadors for your brand?



Will they close the sale?



Is the product out of stock, mislabelled, or pricing incorrect?



Are your training programs, promotions and merchandise in place to boost sales?



Are your retail stores clean and uncluttered for the holiday rush?

Ipsos has the answer!

The Answer: **A Holiday Experience Micro-Shop Solution**

- Focused on your designated key stores
- Executed in two phases, pre & post Black Friday/Cyber Monday
- Identifies your store level retail issues for your immediate attention and response



Micro-shops...when you need fast insights, at a lower cost than traditional mystery shopping. But just like traditional mystery shopping, micro-shops measure compliance to customer experience promises at all touchpoints.

Note: If desired, Ipsos can employ Geo-Location Triggered Surveys to provide feedback from real customers in their natural environment.

How does it work?

What We'll Do

Phase

01

Send trained shoppers to designated retail stores to assess

Phase

02

Two to three weeks later, re-assess the stores and ensure challenge areas have been addressed

What You'll Receive



Store level reports, management and trending reports through a permission based Dashboard available 24/7.

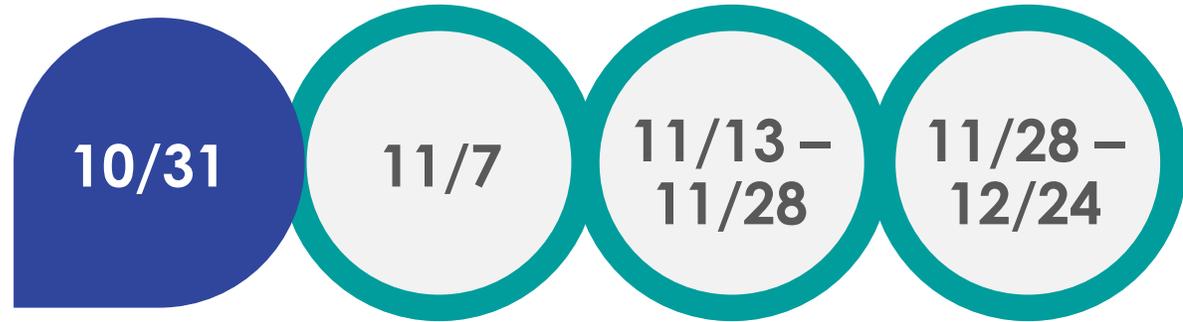
Support by your Ipsos program team, constantly monitoring execution and results to bring uncovered insights and make recommendations

“Holiday Experience Micro-Shops” will identify retail blind-spots so you and your retail stores can immediately react and address challenge areas

A complete package

What You Need to Do

What Ipsos Will Do



Provide intention to proceed, store location list and details of a November promotional product

Jointly define the Micro-Shop measurements & standards (i.e., shopper questionnaire)

Conduct Phase 1 Micro-Shop visits at targeted stores (per selected level of participation)

Conduct Phase 2 Micro-Shop visits at “challenged stores” & other

Provide results ...

Levels of Assessment



# of Shops	200	300	400
Fees	\$16,000	\$21,000	\$24,000

Plus any agreed store purchase reimbursement and decision on Shopper Video Feedback

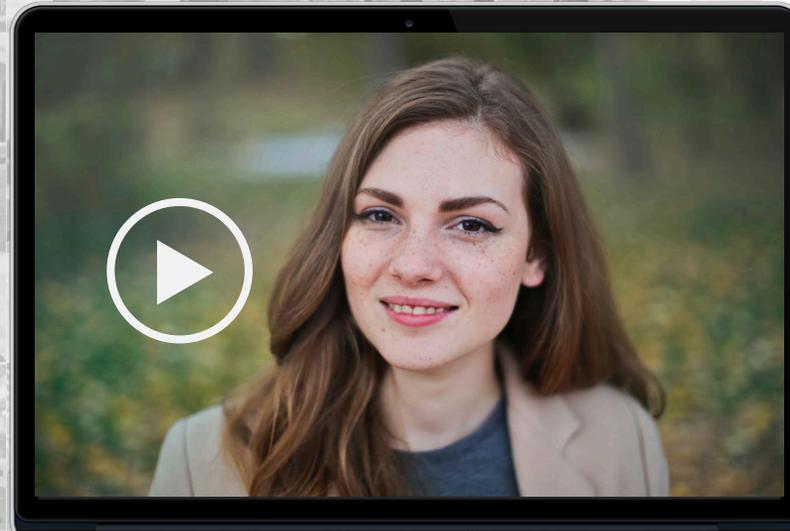
Giving you time to act before and during the holiday shopping rush!

And if you want to hear more about the holiday shopping experience

Shopper Video Feedback “Brings Mystery Shop Results to Life”

Shopper Video Feedback

- Richer & deeper insights... brings the results to life!
- Supplements & Enhances Verbatim Comments



Video Highlight Reel

- Perfect for Executive Briefings
- “Tells the whole story!” as a compilation of all shopper videos
- Compelling summaries that supplement offline reports

It's not just brick and mortar...

“BOPIS” & Home Delivery Audits



Home Delivery



Order Pickup



Drive Up

How clear, and easy, are each methods? How accurate is item and pricing upon pick-up or at delivery? Does timing meet the brand promise?

Ipsos' “BOPIS & Delivery Audits” will identify the individual store breakdowns in process...and where follow-up and “fix” is required.

**Credit-Card App / Gift Card Swap
& Verifications**

**Age-Restricted Product Sales
Compliance Checks**

**In-Store Services Experience
Mystery Shops**

**Category & Competitor
Offering Audits**

How others monitor the “big show”



An Iconic Consumer Electronics Brand uses Micro-Shops and Geo-Location Surveys for Seasonal Initiatives & New Product Launches

Objective Data to ID Retail Blind Spots

- Leverages Ipsos micro-shop solution to replace ongoing, tracking mystery shop programs on key events (e.g., flagship device launch) and seasonal marketing campaigns (e.g., holiday promotions)
- Measured and validated associate knowledge, POS displays in accordance with strategy and plan

Subjective Data to Verify “The Fix”

- Leverages Ipsos Geo-Location Survey solution to inform campaign strategy (result delivered in real-time to CEO)
- In-aisle, immediate consumer feedback for stand-alone insights or as a further validation addition / variant to a micro-shop Solution

Ipsos Mystery Shops & Audits

We customize our approach based on the insights and results desired by client stakeholders



Mystery Shops

'Classic' Mystery Shopping

Longer, detailed, task-oriented

Trained shoppers

Measure CX touchpoints end-to-end

Identify gaps between intended and actual experiences, and pain points



Micro-Shops

Short, tactical, real-time

Can be crowdsourced

Cost-effective & focused

Typically assess product launches, sales promotions, training effectiveness, point-of-purchase displays, merchandising



Audits

Highly trained shoppers for complex and lengthy audits

'Overt'

Advise on improvements required, while on site

Store permissions required

Typically focused on product and merchandising



Geo-Location Triggered Surveys

"Intercept" actual customers with triggered mobile surveys as they are leaving locations.

Great for getting information from both purchasers and non-purchasers.

Provides feedback from real customers in their natural environment.

Best for subjective information (opinion) and experiential questions.

QUESTIONS?



THANK YOU.

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