

PATH FORWARD WEBINAR HOST



Steve Levy

Ipsos Canada

- Launched career in sales & brand management
- Since the late 80s involved in the marketing research and information business
- Very involved with the Marketing community via CMA/ACA/CMDCC
- Frequent public speaker, conference moderator & facilitator
- Currently craving a juicy burger & french fries from Holy Chucks

TODAY'S SPEAKER



Becky Harris

Vice President, Channel Performance Lead

- 20 years of research experience on both the client and supplier
- Wealth of expertise in the development & management of large mystery shop programs across various industries
- Most recently participated in Customer Perspectives Podcast discussing Mystery Shopping during COVID
- Loves to shop! It was in my destiny to manage the Ipsos Mystery Shopping business!

THE PATH FORWARD

Measuring your new front line.

Becky Harris, Vice President, Channel Performance Lead

GAME CHANGERS





Ensuring your brand consistently delivers on its promises amid the COVID-19 crisis is critical to your business's continued success

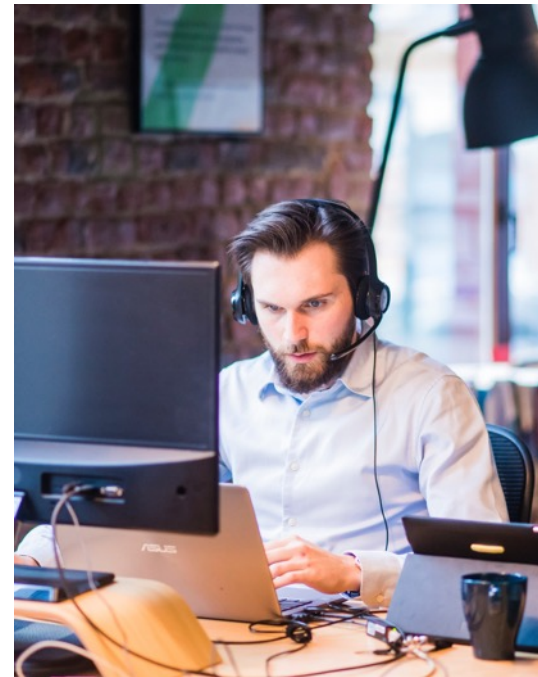


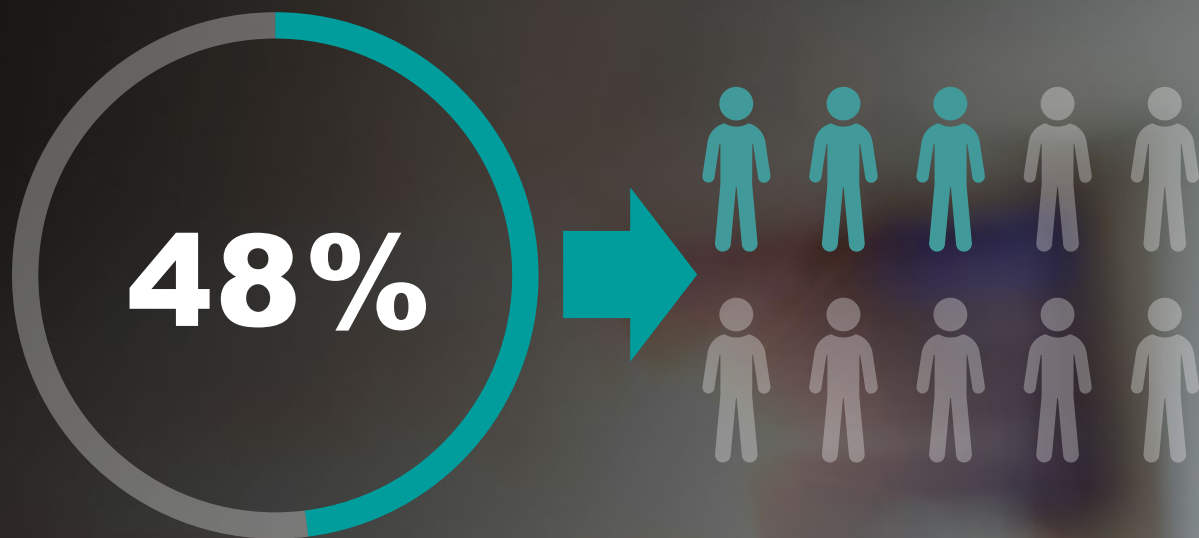
MYSTERY SHOP

measures the execution of the Brand and Customer Experience promises you make to your customers, across every touchpoint, channel and market

CHANNEL INTERACTION WITH YOUR CUSTOMERS IS CHANGING, DAILY!


THE NEW FRONTLINE





I have had to call [a major telecommunications company] 4x at night this week and sit on hold for over 4 hours... I became so fed up and impatient because I will need internet in my new house especially because we are WFH, that **last night I decided to switch to [a competitor]**... Saving me \$ but also costing [the company] a customer for life. At \$240/month, losing me cost them \$115K in revenue over the next 40 years."

Source: <https://www.ipsos.com/en/healing-pain-responding-bad-experiences-boost-customer-loyalty>



Mystery Calling,
a form of Mystery Shopping,
providing an all-encompassing,
independent, objective evaluation
of contact centre performance.

Do you get the right balance between great customer experience and efficient call handling?

Given the changing behaviours of consumers due to COVID-19, is your contact centre driving sales? Are your agents able to drive sales when presented with these opportunities?

With retail locations closed or having limitations, are your contact centre agents able to resolve customer issues upon first contact with your brand, and are they meeting your brand's promise?

CONTACT CENTRE CASE STUDY: PUBLIC TRANSPORT COMPANY

Understand the full customer journey to help deliver a great customer experience

OUTCOME:

Key pain-points in the experience were identified. Changes were made to the IVR as well as agent training and systems were improved. Leading to an increase in overall performance metrics with the agents.

CONTACT CENTRE CASE STUDY: MAJOR BANK

Augmenting Voice of the Customer surveys to understand performance in-depth

OUTCOME:

Focus was given to the areas that really mattered to customers and in return an uplift in Customer Experience metrics was seen.

MYSTERY CALLING IS A KEY TOOL IN MEASURING CONTACT CENTRE PERFORMANCE

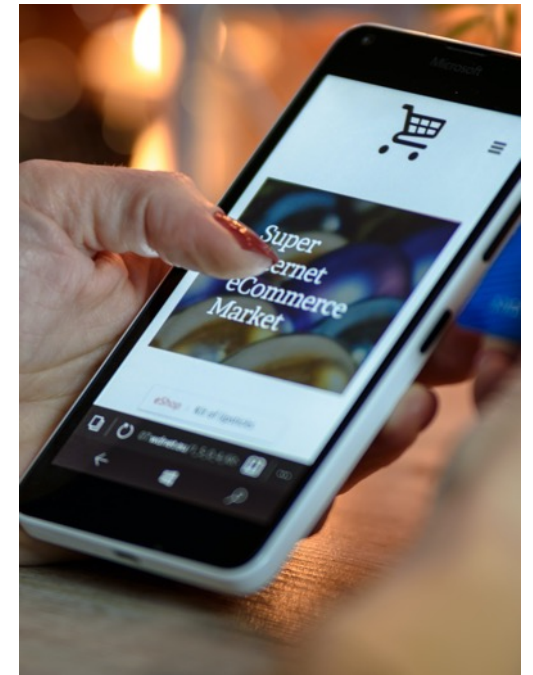
	Customer Feedback/ VoC Surveys	Call Listening	Operational Metrics	AI/Cloud-based Analytics
Represents Voice of the Customer (CX/selling focus)	●	●	●	●
Covers detail of call content (compliance focus)	●	●	●	●
Provides logistical metrics (efficiency focus)	●	●	●	●
Measures pre-defined enquiry type (e.g. simple vs. complex)	●	●	●	●
Allows for specific customer profile assessment	●	●	●	●
Date/time metrics	●	●	●	●
High volume	●	●	●	●
Competitor benchmarking	●	●	●	●
Delivers tactical/agent level feedback	●	●	●	●
Provides strategic direction	●	●	●	●

CHANNEL INTERACTION WITH YOUR CUSTOMERS IS CHANGING, DAILY!

THE NEW FRONTLINE



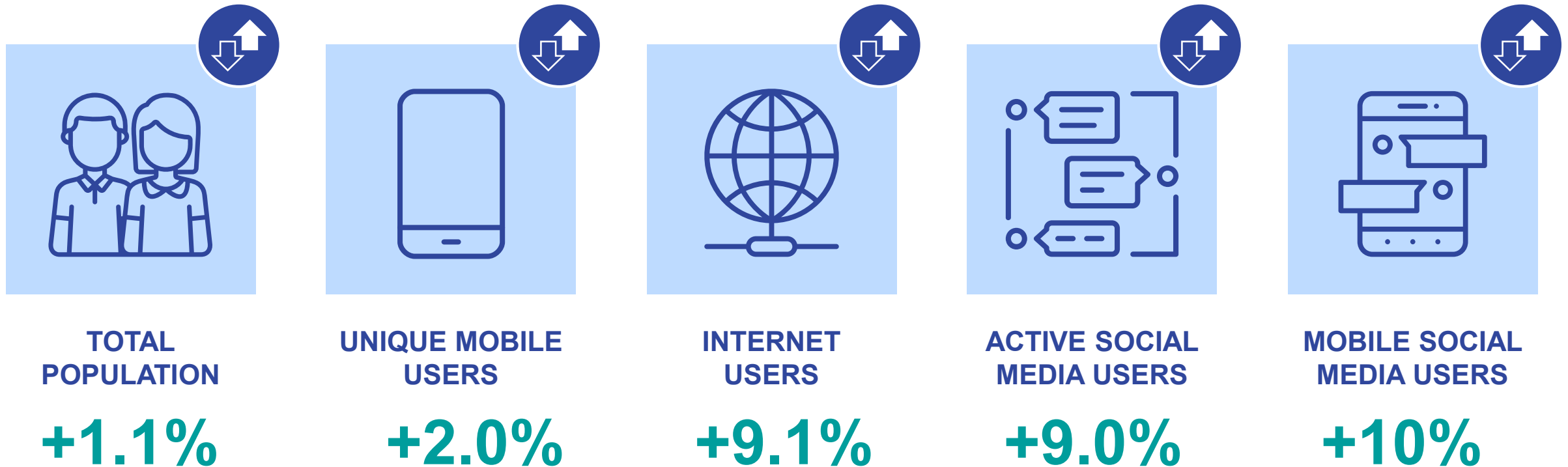
DIGITAL



EVEN BEFORE COVID-19, THERE HAS BEEN A SIGNIFICANT DIGITAL INCREASE ACROSS THE GLOBE

Annual Digital Growth

2018 - 2019




In 2019, 'Global e-retail sales' reached
3.5 trillion \$US

and equated to 14.1% of all retail sales Globally...
This share of sale is set to reach 22% by 2023!

AND WHO KNOWS THE IMPACT OF COVID-19!

Source: <https://www.statista.com/statistics/534123/e-commerce-share-of-retail-sales-worldwide/>



DIGI-SHOPS,
a form of Mystery Shopping, used to
measure the Brand and Customer
Experience Promises you make to
your customer, across the entire
digital journey.

ONE OF MANY DIGITAL JOURNEYS



Curbside Pickup Image Source: retailtouchpoints.com

MY DIGITAL JOURNEY DURING COVID



MY DIGITAL JOURNEY DURING COVID





Are your third-party providers continuing to meet their obligations by consistently and accurately delivering on your brand promise?

How are new users experiencing your online and/or mobile ordering platforms?

How are higher order volumes impacting delivery, curbside or pickup wait times? Does this cause customers to look elsewhere for pickup, curbside or delivery options?

DIGI-SHOPS CASE STUDY: **GROCERY RETAILER**

Tracked end to end digital experience from building a basket to paying and pick up

OUTCOME:

Enabled the client to benchmark their performance and identify the key areas of differentiation against competitors.

DIGI-SHOPS CASE STUDY: **QUICK SERVICE FOOD**

Assessing all points of the journey when using the order ahead app

OUTCOME:

Critical insights were provided in the form of data, video and pictures of each step of the journey starting with downloading the app to ordering and delivering the food.

CHANNEL INTERACTION WITH YOUR CUSTOMERS IS CHANGING, DAILY!

RETURNING FRONTLINE?



MAIL
PHYSICAL



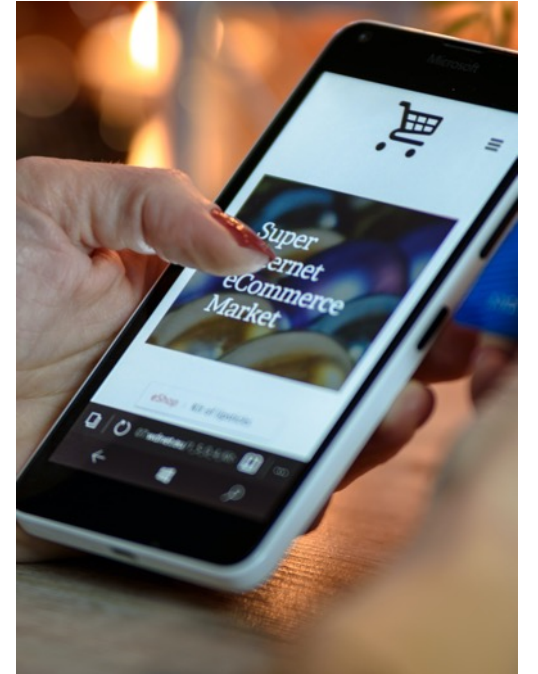
PHYSICAL
LOCATION BASED



**CONTACT
CENTRE**



DIGITAL



ALL SOLUTIONS POWERED BY... IPSOS SAFETY COMPLIANT SHOPPERS



- **Certification:** Shoppers must take and pass a certification test
- **Training:** Shoppers receive thorough training & guidelines on safe shopping practices, based on [country/province specific] recommendations, including:
 - Wearing **a cloth face covering**
 - Maintaining **the correct person to person distance**
 - Proper **hand sanitizing**
 - & more



Q&A

UP NEXT

From Empathy to Impact

May 14th



Lesley Haibach & Brad Griffin
CX & UU Leads

Canada's Creative Fightback

May 25th



Ted Doering & Kyla Nicholls
Creative Excellence & Brand Health Leads

Hope to see you then.