

CASE: BANG & OLUFSEN

# MYSTERY SHOPPING STRENGTHEN SHOP PERFORMANCE

How can you check the customer experience  
without compromising partner trust?

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O

BANG & OLUFSEN



“

WE MET IPSOS WITH HIGH EXPECTATIONS WHICH THEY  
OUTPERFORMED. IN REALITY, IT SEEMS AS PART OF THEIR  
WORK MISSION TO ALWAYS TRY DOING SO.

Retail Experience Manager, Bang & Olufsen a/s





Ipsos has global experience working with high-end and luxury brands. We benefit from that. Not only because they have the muscles to perform shop visits on all our markets. Ipsos also add new strategic insights by benchmarking results towards competitors and the newest trends within luxury retail. ”

## BANG & OLUFSEN CASE

The customer experience in Bang & Olufsen's branded shops shall **meet the luxury expectations of the brand**. But also, shops shall deliver on the unique customer journey, developed by the company and designed as a customer experience funnel towards the end goal: a sale!

To maintain the same high quality shopper experience, Ipsos assists Bang & Olufsen with Customer Experience Visits across shops worldwide. Not only does this help to identify markets – or specific shops – where quality needs improving. Thanks to Ipsos' **unique 'appeal process'** the secret element of quality control is also being eliminated. The setup supports dialogue and cooperation, thus motivating both mother company and shop partners to **focus on the same goal**: to strengthen shop performance.

**1,277 VISITS ACROSS 376  
LOCATIONS IN 24 COUNTRIES**



The retail part of the luxury customer experience plays by far the most important role in driving the desired customer experience.

## THE CHALLENGE

To deliver a uniform, high-level customer experience in shops worldwide.

The project needed to answer:

- What is the delivered customer experience from shops across different markets?
- How well do the shops deliver according to the elements in the uniquely designed B&O 'sales ceremony'?
- Where to focus on improving the shopper experience?

## THE PROCESS

Shoppers recruited and trained to perform 1,277 Customer Experience Visits across 376 locations in 24 countries. Shoppers mimic customers on age and gender and are individually assigned to specific scenarios to get closer to different product segments.

Visits are planned and scripted to focus on five key elements, covered by answering up to 35 questions during each visit:

1. **Environment;** the physical and emotional experience in the shop.
2. **Connect;** how well does staff approach and relate to the shopper.
3. **Experience;** the ability to ignite and connect different senses and involving the shopper in a demonstration.
4. **Commit;** the negotiation of next-step, objection, exchange of contact info etc.
5. **People;** how friendly, helpful etc. is the staff interacting with the shopper.

'Appeal process' helps securing high quality of results as well as facilitating a dialogue between brand owner and partner/shop.

## THE RESULT

Result examples:



Shop performance versus B&O targets on all of the five key elements – per country, region, core markets and non-core markets.



Identifying where to focus and improve on all of the five elements – down to single shop, partner or market level.



Value adding insights from Ipsos trend-study uncovering luxury retail customer, segmentation and shopping behaviour.

“ Ipsos' 'appeal process' enables shops to challenge the visit and is a cornerstone in their deliverance. Not only does it stress that quality assurance is a partnership. It also helps to initiate a dialogue in cases where either the shopper or the shop did not deliver to the desired level.”

“Ipsos is a very professional partner to Bang & Olufsen. Their international and dedicated team cater to detail and has insisted on challenging us back, thus rethinking our approach to the process of mystery shopping and what it can do for us.”

Retail Experience Manager, Bang & Olufsen a/s

# BE SURE. GO FURTHER.

**Mystery Shopping** is objective, unbiased feedback from trained ‘customers’ – mystery shoppers – to measure how organisations deliver on Brand Promises across markets, touchpoints and channels (physical, through the phone and digital). Ipsos mystery shoppers are recruited and trained to meet different customer segments and specific market traits. The aim is to optimise the shopper experience.



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**GAME CHANGERS**

