Ipsos Channel Performance

Ensuring companies remain compliant with Age Verification Checks.

The negative consequences to businesses for failing to provide required Age Verification checks at POS are significant. With more and more fines being handed out, it is critical that organisations have a consistent measurement in place to protect themselves and the customers they serve.

Mystery Shopping is a critical tool in measuring and improving Age Verification compliance. As the saying goes 'what gets measured, gets managed'

Ipsos has extensive experience of conducting Age Verification checks, completing more than 30,000 visits annually.

Our panel of 18-24 year olds is the largest in the UK, enabling us to support business selling items including:

- ✓ Tobacco & alcohol
- ✓ Bladed Products
- ✓ Lottery & gaming

An Ipsos Age Verification programme is a great way to assess the consistency of checks performed in-store or through delivery partners, across categories and channels.

Case Study: Ensuring compliant delivery of restricted items for a major online retailer

CLIENT ISSUE
How do we ensure compliance when age-restricted products are delivered to homes across a vast network of delivery drivers?

WHAT WE DID
A sample plan was created to ensure representativeness, against which shoppers aged 18-23 were recruited across the UK. A short and sharp questionnaire was defined, and then deployed to capture data across 3000+ deliveries measured every month.

KEY INSIGHT
We identified trends in the conditions for compliance, such as time of day, or specific driver attributes, which enabled the client to look at adjustments to recruitment, training, and workload management to improve compliance.

VALUE WE DELIVERED
Beyond identifying non-compliant drivers, our vast network of shoppers were also able to report issues across other elements of the journey. By assessing the mystery shopping data alongside client-supplied data, additional rich insights have enabled the client to proactively address challenges and reduce risk.

Ipsos

The Ipsos point of difference

In order to be truly successful in Age Verification compliance monitoring, the following needs to be in place:

- A large, geographically dispersed panel of shoppers in the target age experienced in AV tasks

- A highly experienced panel management team to ensure maximise engagement, and ongoing panel refresh to account for "aging out"

- A scientifically designed sample focussed on ensuring representativeness

- A specialist analytics team, experienced in analysing mystery shopping data alongside client-supplied data

Case Study:
Ensuring age verification and ticket validation checks are in place for a major Lottery Programme.

CLIENT ISSUE
How do we ensure ID compliance across a large, geographically diverse network of retailers as cost-effectively as possible?

WHAT WE DID
Implemented a state-of-the art MS programme, which ensured full geographic coverage and maximised efficiency savings to deliver strong ROI

KEY INSIGHT
The revised design led to savings of 22% on programme costs, along with improvements in compliance

CLIENT IMPACT
"Ipsos's expertise helped us to implement industry best practices, leading to a more effective and efficient program"

Get in touch to find out how our expert teams can raise the bar on your mystery shopping programme, by truly understanding commercial impact and the steps you need to take to drive improved performance. **Costs and timings provided on request.**

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