

Company: Global Petroleum Retailer

Business Aim

Global tool to monitor local station adherence to global service standards. The program is utilised to drive performance at retailer, region and country level by identifying performance trends and motivating improved performance via incentives and reward.

Key Steps

- GfK conducts Mystery Motorist visits in 19 markets and feeds results into the wider global programme consisting of 59 markets.
- Ongoing quarterly assessments of all stations across the company network within each market.
- Program is regionally managed by GfK Mystery Shopping (UK) and locally coordinated by a dedicated project team responsible for implementing localised training, quality control and operational coordination of fieldwork.

Key Outcome

The program is embedded in company core business values and is an important tool utilised at all levels of the business network. The program enables operational teams to identify and reward high performing stations and also underperforming stations with the focus of tailoring training and support to specific needs. The program also stands as a useful tracker to monitor the impact of customer experience and the drivers of the shopper likelihood to return to and recommend.

Demonstrating: Effective mystery shopping in the petroleum industry