

### Business Aim

The objective of the programme is **to provide an independent measure of brand, services and product recommendation** across a targeted sample of global retail sales channels :

- Identify **strengths and weaknesses** within client training and marketing in store tools
- Deliver **actionable insight** and **action plans** to the business, at individual market level
- Support country channel managers with information they need to **share best practice**
- **To understand drivers of recommendation and purchase**

### Key Steps

- Design a sample structure by country which is reflective of smartphone sales by channel and retailer.
- Utilise demographically profiled mystery shoppers to undertake a targeted scenario visit.
- Mystery shoppers observe and record top 3 brands and models recommended, key benefits promoted, demo provision and POS communication presence.
- Shoppers also record the strength of customer advocacy by store.
- Utilise multi-lingual data entry system with country localisations.

### Key Outcome

- The programme is a key measure of the clients marketing and sales KPIs.
- The research has identified the impact of key drivers of recommendation at country and region level and helped focus on initiatives at channel level.
- In addition, the research has identified those channels where POS and demo phones are not being utilised, enabling budget to be redistributed.
- Tracking results with market share over a period of time will further highlight impact of key drivers.

