



GfK NOP

## Press release

immediate release

### GfK NOP appointed to Sky mystery shopping programme

Date

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**London, 19 April 2011** – GfK NOP, a leading provider of global market information and insight, has been appointed by Sky to conduct a two-year mystery shopping programme.

GfK NOP will be examining four of Sky's main routes to market representing over 1,200 locations to assess the effectiveness of the broadcaster's current sales strategies.

GfK NOP will also be performing analysis to understand how Sky is viewed by someone new to the brand, and how customer satisfaction research can be linked with the mystery shopping activity to optimise efficiencies.

The audit will measure areas of performance of Sky advisors, helping to identify development opportunities by providing a link between the agent, product, and customer experience. By examining how agent knowledge impacts on customer perception and intent to purchase, the research will reveal the most effective sales strategies.

The findings from the mystery shopping activity will influence future training initiatives and will help ensure a greater consistency in the way in which Sky is sold.

The investment will also drive continued improvements in Sky's customer service through real, actionable feedback for individual agents.

The project will be led by Alasdair Kerr, with support from Senior Account Manager Anna Greenford.

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**GfK NOP**

Alasdair Kerr, Commercial Director at GfK, said: "GfK NOP have been conducting mystery shopping programmes for 15 years, working extensively within the retail sector. High quality fieldwork is essential to any business who wants to understand what is and isn't effective when it comes to channel strategies. Our account teams specialise by sector and are able to provide insight into key areas of customer service and sales, providing Sky with a team tailored to making a real difference to the business."

**- ENDS -**

**EDITOR'S NOTE:** Please source all information to GfK NOP.

**For further details or to arrange an interview,** please contact Amanda Wheeler, PR & Communications Manager, tel: +44 (0) 20 7890 9386/ [amanda.wheeler@gfk.com](mailto:amanda.wheeler@gfk.com)

**About GfK NOP**

GfK NOP Ltd is part of the GfK Group and a leading market research agency in the UK and internationally. It is a renowned supplier of market information and insight, offering sector specialists and best-in-field research for qualitative, quantitative, ethnographic, omnibus and online research services.

Responsible under press legislation:

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