

Instore Mystery Shopping Overview (Physical Visits)



RDG Mystery Shopping



Continuous improvement

We believe that Mystery Shopping is best used as an integral part of the cycle of continuous improvement such that it is the measurement tool for building and understanding of training programs and a basis for retailer development.

Aligning positive sales and leadership training and mystery shopping is key to continuous improvement.

We favour the development of a program that encompasses winning in customer service, treats Mystery Shopping as an element of that program and seeks to achieve success in the factors in customer satisfaction that underpin increased sales and profitability.

Fully 'effective people' deliver an average of 20% increase in sales, customer service and profitability.

Performance measurement and reward play key roles in maintaining effective people in your business.



Our Point of Difference

At Retail Doctor Group we created our successful Mystery Shop business because we saw a lack of interpretation in service measurement.

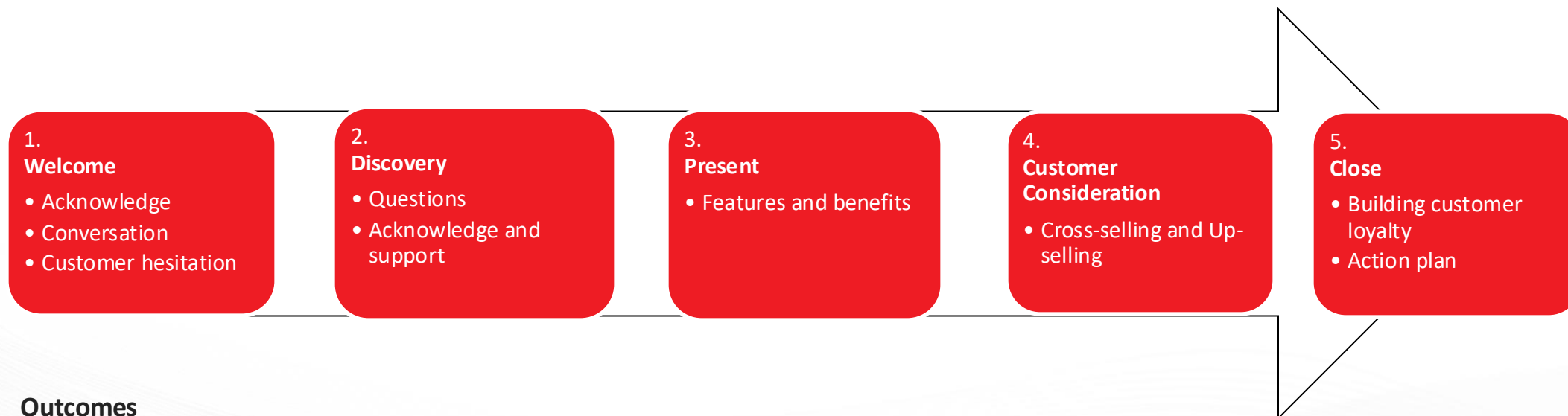
Our point of difference is that we work in partnership with you to actually increase service scores as distinct from just reporting on them. We interpret the data and give recommendation on “how to” implement for success

The aim of our Mystery Shopping service is to assist in driving customer satisfaction and loyalty and produce increases in your core retail KPI's and drive improved sales and profitability.

- Our shoppers are individually graded
 - Focus on accountability for what is in the control of the sales staff
 - We link results to training outcomes and improvement
 - Your reports are available online, in real-time
 - Customised and refined survey formats
 - We produce the Retail Doctor Group diagnostic ‘Gap’ report with every cycle
 - Dedicated retail focused account manager
-
- Our database of over 50,000 experienced and trained shoppers ensures swift and accurate reports every time including over 1200 students.

Mystery Shopping Diagnostics

Measuring the steps to a sale



Outcomes

Key Skills

- ✓ Recognise and adapt personal behaviour for successful selling
- ✓ Develop genuine business relationships with your customers

Behaviours

- ✓ Increased confidence as a professional retail salesperson
- ✓ Apply a professional sales process and skill to all customer service interactions
- ✓ Demonstrate new sales techniques

Program Benefits



- **A Unique and Tailored Program**

Retail Doctor Group has proven capability in developing a tailored best practice program for its clients based on understanding and delivery of desired outcomes.

We are not a 'one size fits all' Mystery Shopping provider where amending a standard template will suffice, we build the template from the ground up based on your strategic and tactical imperatives. All aspects of your mystery shopping will be tailored to your specific training needs and retail benchmarks.

We encourage the use of monthly scenarios and focus areas such that all staff members are fairly compared to one another, and specific campaigns can be measured.

- **Highly trained and skilled shoppers**

We have a unique highly trained database of over 50,000 shoppers across Australia and New Zealand. Our shoppers are graded according to their experience, so they know what to look for and report on when making the call.

- **Retail focused account manager**

You will be allocated a specific Account Manager who will be responsible for the overall running of your mystery shopping program. All of our account managers are highly experienced in retail, customer service and selling skills.

They will develop a strong understanding of your business needs and training program and ensure your mystery shopping runs smoothly and to your requirements.

By ensuring we know how you use your mystery shopping, we can provide the most useful and valuable reporting to your business.

Instore Mystery Shopping Program

Will include;

- Kick off meeting to determine shopper demographics and tailored questions
- Instore visit
- Tailored questionnaire
- Choice of scenarios e.g alignment with sales team promotions or new products

Reporting

- ✓ Online system for client login detailing all individual calls and aggregate scoring
 - Filter results by questions, timeframes, categories and locations.
 - Produce graphs
 - Analyse statistics
 - Details of visit time
- ✓ Optional summary report with comparison and recommendations. Including;
 - GAP summary each month showing the areas for improvement
 - Summary of questions which overall require improvement.
 - Key steps for implementation for each store

Investment

One off set up fee of questions and online system - \$550 +GST

Mystery Shop visits:

- **<50** \$189 +GST per visit per store
- **51-99** \$174 +GST per visit per store
- **100+** \$159 +GST per visit per store

Summary Reporting - \$650 +GST per round

Instore Mystery Shopping Investment



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Investment

One off set up fee of questions and online system - \$750

Mystery Shop \$129 +GST per visit per store

(additional purchase value may be agreed in advance)

Summary Reporting \$650 +GST per round

Optional

Include sample of competitor stores (10) for

\$129 +GST per store to index your result

Digital Mystery Shopping Program



BE THE BEST
RETAILER YOU
CAN BE WITH
OUR RETAIL
COMPLIANCE
PROGRAMS



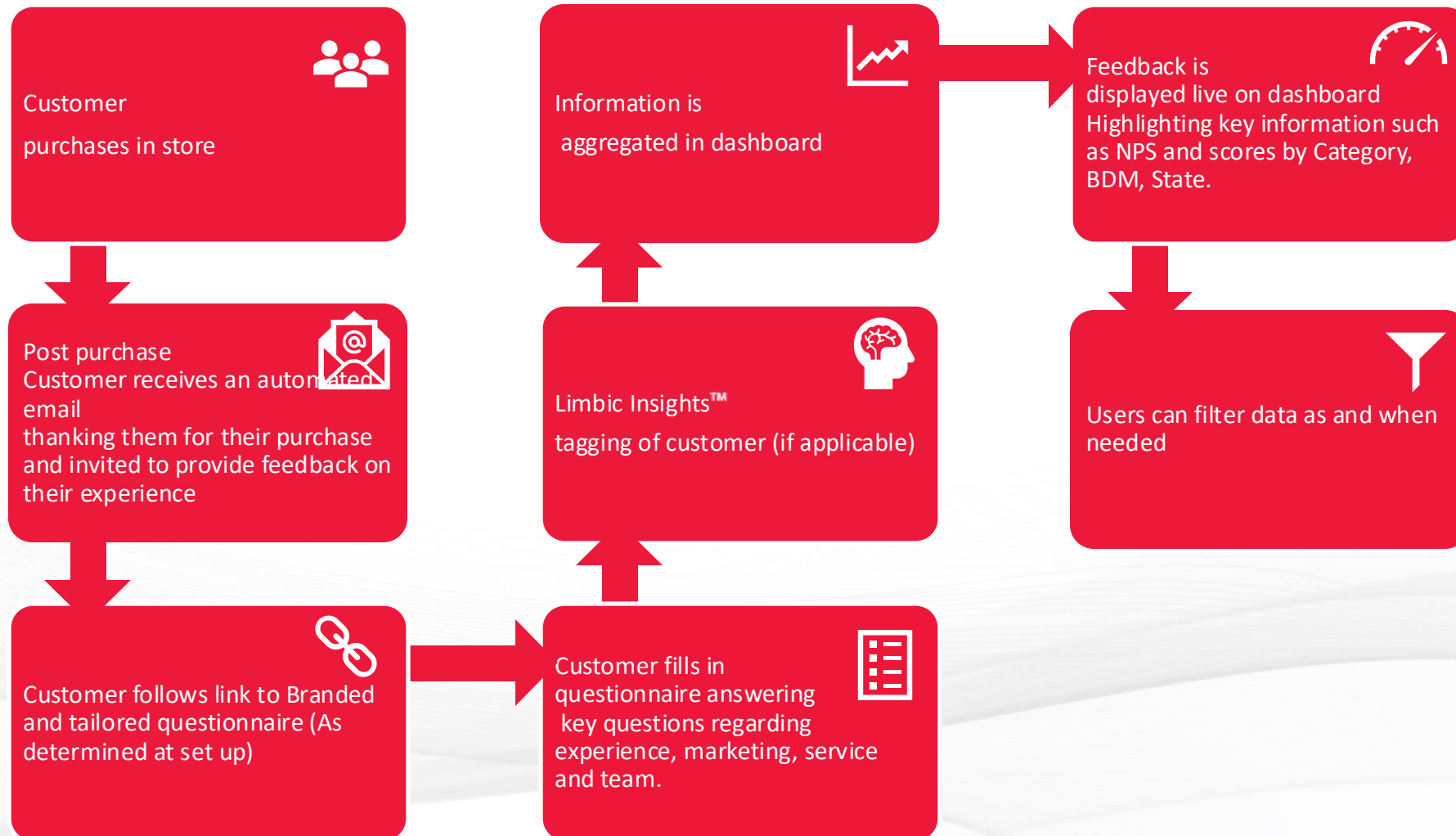
For over 20 years, Retail Doctor Group has been partnering with retailers to build powerful, award winning and sustainable businesses, using our proprietary Fit for Business™ content as the platform for achieving excellence.

Our customer connection mystery shopping programs are now available digitally to create a quick and cost-effective solution to measure;

- Customer experience
- Brand alignment and protection at POS
- Marketing influence on sales
- Retail compliance

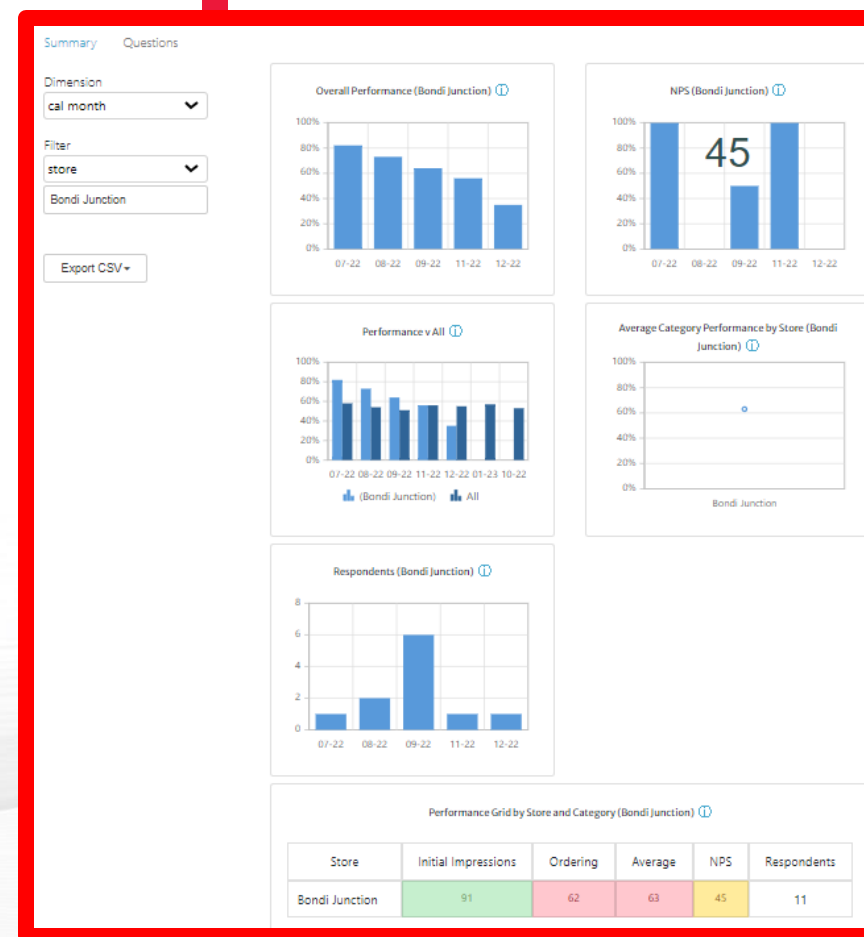
Get real time insights from your customers immediately after their experience instore linking tailored mystery shopping solutions to your CRM.

Digital Mystery Shopping – How it works



DIGITAL MYSTERY SHOPPING BENEFITS INCLUDE;

- Cost effective
- Tracking of marketing influence on immediate purchase
- Increased organization of results - All information is saved in online dashboard and will be accessible for all users
- Efficiency of process- Automation of dashboards allows for more visibility in less time
- Improved Analysis - Analyse data more frequently and gain better insight to enhance your business
- Real time data insights - updates your analytics as soon as new data comes in
- Tailored – Create tailored reports from your dashboard



Dashboard Examples



Overall Summary

Summary Questions Admin

Dimension

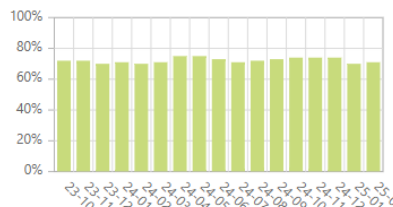
cal month

Filter

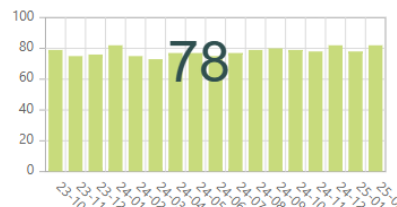
All

Export CSV

Overall Performance ①



NPS ①



By Question Summary

Question

4 selected

Dimension

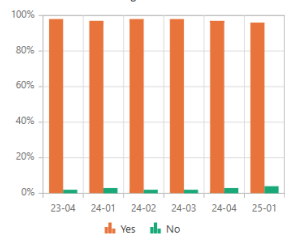
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Filter

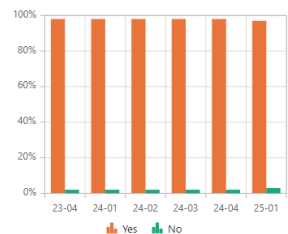
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Export Selected

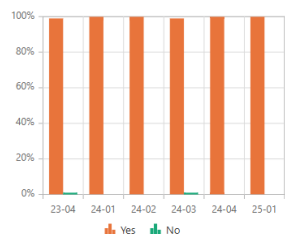
Did a team member acknowledge you within 60 seconds of arriving at the store?



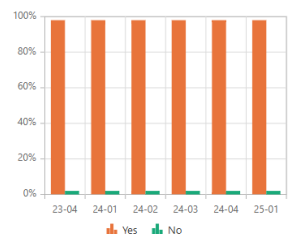
Did you receive a friendly welcome from the team member?



Was the store neat, clean, and tidy?



Was it easy to find the products you wanted?



By Store Summary

Performance Grid by Store and Category ①

Store	Take the Time to Say Hi	Loyalty program	Investigate Needs	Recommend Products	Suggest Add-Ons	Closing & thanks	Average	NPS
Store 1	100	82	39	46	9	100	68	72
Store 2	100	79	46	61	21	99	70	78
Store 3	100	82	50	75	18	100	72	91
Store 4	99	92	55	52	25	99	76	90
Store 5	99	75	43	50	5	93	65	76
Store 6	100	84	47	66	22	95	72	86
Store 7	99	86	24	29	7	86	64	69
Store 8	100	100	0	0	0	100	64	100

Digital Mystery Shopping Program



Will include;

- Kick off meeting to determine shopper tailored questions
 - Digital system linked to CRM to get customer feedback and engagement.
 - Goes beyond classic NPS and includes mystery shopping and marketing influence on purchase.
 - Real time data insights - updates your analytics every 24 hours
 - Tailored dashboard and questions for your brand.
 - Allows interactive data analysis as per your requirements

Reporting

- ✓ Online dashboard
 - Filter results by timeframes and locations.
 - Tabular details of individual store performance
 - Display results by question or by store



Some of our 'business fit' clients





Thank You

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This proposal is provided for review purposes only and does not constitute a binding agreement. Upon acceptance by the Client, the parties will enter into a Professional Services Agreement (PSA) which will govern the terms, conditions, and legal obligations of the engagement. In the event of any inconsistency between the proposal and PSA, the PSA shall prevail.
