

Major Food Retailers' In-Store Sampling Was Only Being Done Correctly 63% of the Time

"We were paid half a million dollars by a national brand to sample their products and not every store was sampling every product or engaging shoppers following the training they'd received"

The Challenges: To be sure that every employee engaged in the process was properly trained and 100% knowledgeable. To understand the shopper interaction with their product.

The Mission: Understanding what influenced shoppers who sampled products to actually purchase them right then and to learn if the in-store event person impacted that decision.

The Solution: By conducting shopper intercepts at the display we learned that the event person and products were key factors in the shoppers' decision to buy. 90% of shoppers did NOT plan on purchasing the product BEFORE the event.

The Results: Scan data indicated success at the shelf, but by having better measurements our client was able to understand what motivated buying decisions and how to improve training for event staff. Understanding what people bought and why, they were able to improve the customer experience.

Bottom Line: Learning the impact of the event staff on shoppers buying decisions helped our client understand the need to improve their training of event personnel. It also enabled them to provide better accountability to the brands being sampled.

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What sets you apart, keeps business moving and customers buying even in a tough economy? Satisfied customers who have a great experience in your store. Shoppers who come back, buy regularly and tell their friends. We can help you make your store THAT store.

You've got a lot on your plate already. If you're currently gathering data to improve the customer experience, you may feel frustrated that you aren't using that information to full advantage.

At ICC Decision Services we do things differently. We partner with you to reach end goals. Not only do we work with you to figure out how to solve customer satisfaction challenges and provide you relevant data immediately – we work with you to analyze and understand that that data and assess how to best use it to improve the customer experience and your companies' bottom line.

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