

## Make Intel your eyes and ears in retail

Monitoring your own stores, third party vendors and competitors, Intel's field research helps maximize return on your retail investments and stay on top of the market.

### Retail: an important channel for acquisition and retention

Because retail locations are one of your most valuable channels for acquisition and retention, it is critical to monitor activity in those locations. Understanding how competitors utilize this channel is essential to staying competitive. Intel designs custom field research programs to measure and track various aspects of the retail channel:

- Customer experience metrics
- Adherence to policies and procedures
- Presence of marketing collateral
- Competitors' sales and marketing strategies
- Benchmarking service against competitors'

### Answering your key questions:

- How does my customer service compare to my competitors' service?
- How well do my employees understand and present our products and services?
- Is marketing collateral being appropriately displayed in my retail locations? What collateral are my competitors using?
- What products are my competitors selling in-store?
- What in-store incentives and promotions are my competitors using?

### Methodology and Deliverables

- Intel consultants work with you to determine what to measure in the field and will create a **guide** and **questionnaire** for the visits.
- Intel's field associates leverage their experience and keen observation techniques when they **visit the locations**. After their visits, they complete online questionnaires detailing their experiences.
- In-house Intel research associates **review** questionnaire results and **publish** them onto a password-protected website.
- Finally, Intel analysts produce a **report** with the research findings keyed to your specific objectives and business needs. We use our expertise and the findings to give you strategic **recommendations**.



For more information, contact your account manager at **312.932.0600** or **info@intel.com**.

## Mintel is your skilled field research partner

Mintel's 35 years of experience in field research, along with our cross-channel consumer, media, and market research, makes us the best solution for improving your business at the retail level.

Using Mintel Comperemedia, we monitor direct mail, email marketing, and print advertising, which gives us a bird's-eye view of your industry. Our expert analysts and consultants design programs delivering actionable insights. Mintel uses associates certified by the Mystery Shopping Providers Association, ensuring the highest quality of data collection.

Other services we offer include global field services, competitor tracking, custom panels and targeted consumer research.



### Case Studies

#### Improved Customer Service

Our client, a global business services company, uses Mintel's field research services to conduct observations at its retail outlets, as well as at those of its competitors. Mintel measures all aspects of the customer experience, from customer service to equipment audits. Mintel's statisticians designed a custom scoring model that accounts for all critical service elements. Furthermore, Mintel developed a process to notify the company's managers when a location has been observed, along with the results of the observation. The project allows our client to identify the most critical areas for improvement. As a result of the ongoing feedback, our client's customer satisfaction scores continue to improve over time.

#### Enhanced Training Program

To ensure the success of a new product roll-out, a national financial services company hired Mintel to conduct branch observations. Mintel's field associates noted how branch personnel discussed the new product, collected any marketing collateral, and observed other promotional materials being used. Our client used the results to enhance product training for branch personnel.



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