

PRODUCT
DESCRIPTION



Marketing
services

Point of Sales Audit

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Marketing *services*



Point of Sales Audit

MARKET TRENDS

- Align marketing with sales
- Differentiate company offering
- Identify inefficient sales support investments
- Ensure marketing campaigns reach the commercial zone
- Collect feedback from the market

POINT OF SALES TRACKER

Is a marketing intelligence tool that provides reliable information about what's going on at the point of purchase. Managers can maximize marketing investments, campaigns and strategies by managing the information collected at the point of sale. Companies who use our **Point of Sale Tracker** can make strategic marketing investments that result in measurable success at the Point of Sale.

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PPC How we do it

1. PLANNING

A specialized marketing analyst assists the client define which information will be used to improve marketing, sales and training practices. Together they will determine which information will be tracked and at which frequency.

2. DEVELOPMENT

The consultancy team creates a Data Caption (DC) tailored methodology for mystery shopping by developing:

- **Scripts**
That will provide the dialogue and background for the mystery shoppers,
- **DC form**
To provide logical and precise information,
- **Shopper profile**
The mystery shoppers must represent exactly the consumer's characteristics,
- **Logistic coverage**
To gather data from all POS in the most cost effective way,
- **Scientific rigor**
The consistency of information is statistically tested,
- **Reporting format**
Reporting results feeds directly into strategic marketing decision command.

3. EXECUTION

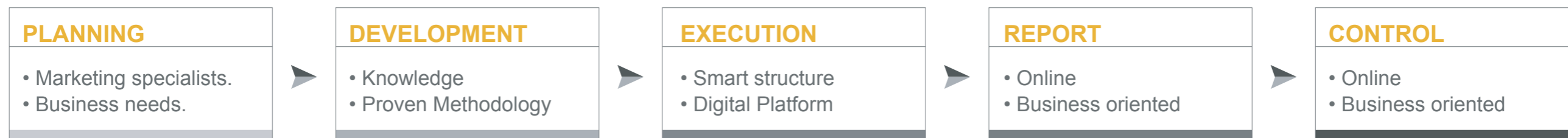
A project leader selects and train mystery shoppers, provides them with the necessary tools to run the data caption (e.g. notebooks, telephone, mobility, mobile displays, microphones, and photo or video cams). Customers can choose to reveal identity of mystery shopper at the POS or chose to wait until after data collection. DC is entered into the Matchcode's Point of Sales Audit Digital Platform ® where is processed automatically.

4. REPORT

The information generated is available online in a secure web environment. Clients can access a tailored command control with pre-set intelligence analysis, graphics and data tables and/or can receive ad-hoc reports that could be sorted by multiple criteria on a user-friendly interface.

5. CONTROL

The project leader sets a specific supervising methodology to ensure data quality, based on the project's complexity. Control is implemented throughout the entire process with particular attention paid to the generation of information: direct supervision when data collecting, interviewing mystery shoppers after DC, random audits, recording DC, supervising data entering and reviewing reports building process.



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Reliable, precise and user-friendly information

- **Reporting sample:** Comparing KPIs by sales channel representative.

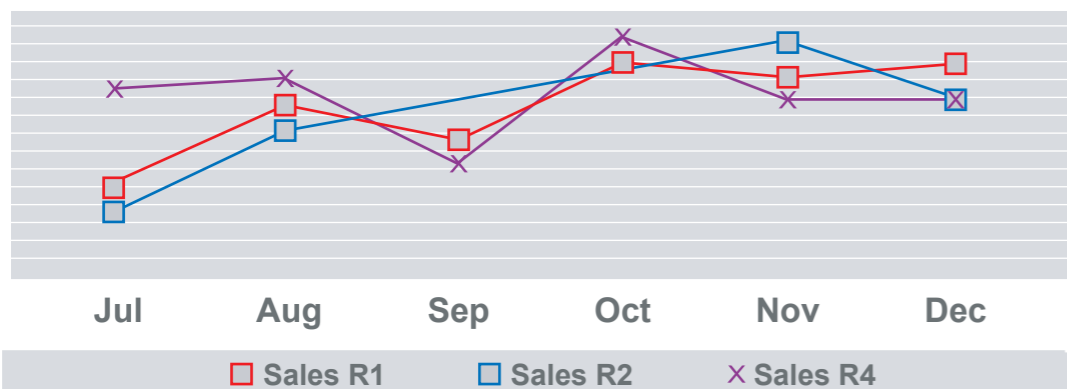


- **Metrics Sample:** Measuring goals for image impact.

Image at POINT OF SALE

	Script	Decor	Clean	Posit.	Aver.
POS 1	9	10	6	7	8
POS 2	8	10	7	9	8.5
POS 3	4	5	6	5	5
POS 4	7	8	6	8	7.25
Aver.	7	8.25	6.25	7.25	

- **Reporting sample:** Tracking sales loyalty for category management



Matchcode's Point of Sales: Audit Digital Platform ®



- **Secure Data:**

Only authorized users can access the web based tool by using a personal password.



- **Intelligent DC**

Human errors elimination, data consistency and transparent information are ensured by the comprehensive data entry system.



- **Back office Technology**

Mystery shoppers monitoring, or even specific data can be captured using modern hi-tech devices.

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Why Matchcode Point of sales audit ?

We incorporate mystery shopping as an integral part of the marketing plan rather than as a stand alone report or data analysis.

We are specialized in implementing advanced technology solutions that are aimed at improving marketing activities, which focus on the bottom line, yet are simple and straight forward to use.

We follow a proven methodology based on best practices gained through years of implementing marketing services for different markets.

How to get started

FREE WORKSHOP:

- After an initial 2-4 hour input session together with you, we will make an initial analysis of your current sales structure, marketing activities, as well as your projects, goals, budget and market situation.
- Within 10 days from our initial input session, we will present you with a tailored made proposal for how we envision maximizing your current marketing intelligence using Matchcode's Point of Sales Audit Solution.
- Within a month's time your company can begin implementing the proposed marketing activities which are oriented towards boosting sales.

Need Matchcode solutions?

contact us

www.matchcode.com

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