

# MYSTERY SERVICES

## EFFECTIVITIY AND CUSTOMER SATISFACTION AT THE POS

### EXECUTIVE SUMMARY

## GOALS

**RADIX & partners analyses the efficiency and quality of the services & products within the relevant direct and indirect sales channels.**

As an example the following information is the basement for our „Mystery Service“ offer:

- ✓ Appearance
- ✓ Processes of hand set activation
- ✓ Sales supporting materials
- ✓ The staff's knowledge about current promotions
- ✓ SWOT
- ✓ Following of internal standards
- ✓ Soft skill level of staff
- ✓ Reclamation management

## SERVICES AND FIELDS OF IMPLEMENTATION

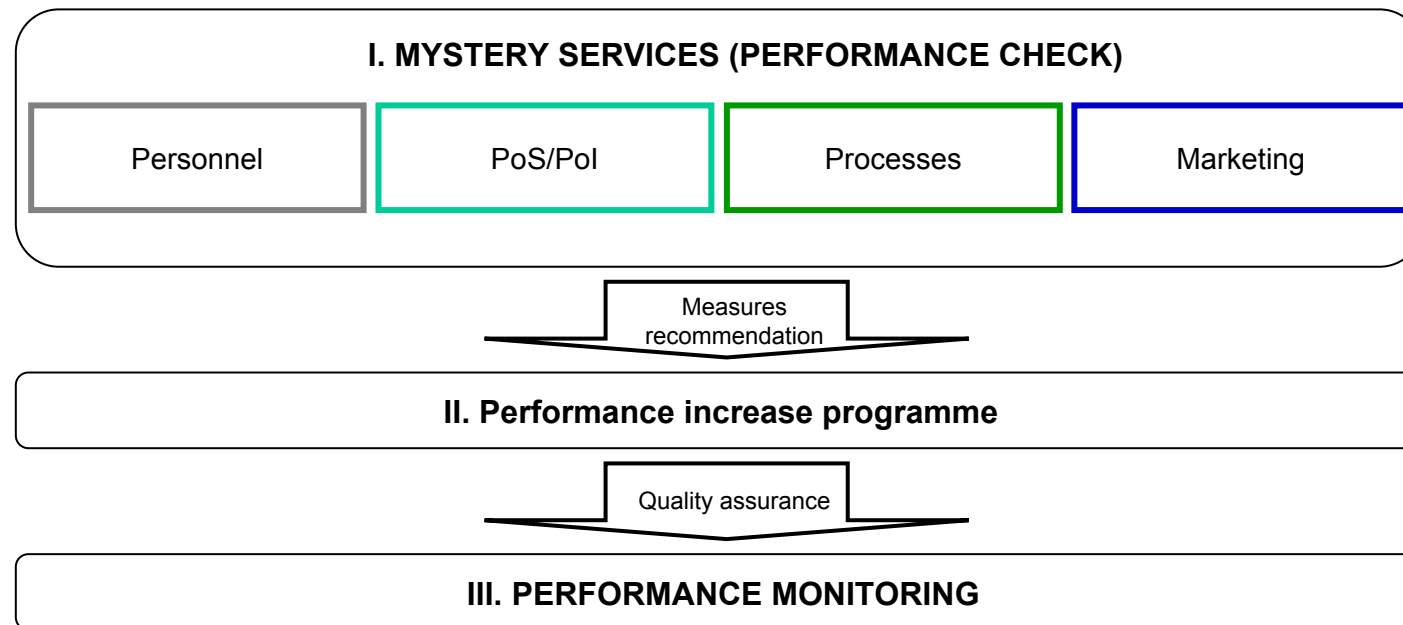
**RADIX & partners offers a portfolio of services that is tailor-made to the evaluation of the PoS:**

### → **Services**

- classic Mystery Shopping (Service quality, Test buying, check of product placements)
- Exit Polls after the customer contact in the shop
- Check of promotions
- Price studies
- Identification of Top sales people (Own staff and competition)
- Benchmarking towards the competition

## FROM MYSTERY SERVICES TO INCREASE IN PERFORMANCE

The result of the study is a detailed analysis of the PoS. With the output RADIX & partners defines together with ERA a package of measures for increase in performance. These so proposed measures can be realized by RADIX & partners.



## WHAT MAKES RADIX & PARTNERS DIFFERENT

**RADIX & partners has developed its competencies as Mystery Service Expert different branches.**

### **Points of differentiation of RADIX & partners:**

- Many years of expertise in Mystery Services within the Telco branch, but as well automotive, F&B and tourism branch
- Unique approach through combination of the important sales factors (Personnel, PoS, processes and marketing) in an integrative concept
- Expertise in the development and implementation of complex performance increase programmes for PoS organizations and in the areas of shop design, training and marketing – e.g. for Telefonica Espagna
- Set up of international benchmarks for the PoS through various project
- Experience in the realizing of sales market research within the Telco branch
- Competent and experienced European partners for concepts and realization

## EXCERPT OF REFERENCES

**Mystery Shopping & Visits in own shops, product tests and competitive analysis have been realized for various national and international customers.**

**On personal request we can disclose sample customers.**

## CONTACT

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