

## COMPANY OVERVIEW

### WHO WE ARE

Market Force Information is the leading customer experience information and insights partner for multi-location businesses. We provide crucial information and actionable solutions that focus on your customers' moment of truth with your business - the face-to-face interaction between brand and consumers when loyalty can be won or lost and purchase decisions are made. Through the acquisition of leading companies, the addition of new innovative products, and robust decision support tools; we are the only company in the industry to offer a truly full-service, integrated suite of mystery shopping, on-site merchandising, direct customer feedback, and analytics solutions.

### WHAT WE DO

Our products and services are divided into two broad categories:

#### **OnSight: Evaluations and Action**

- We evaluate your customer experience providing information that is objective, subjective, operational and experiential
- We provide direct on-site action through a full range of merchandising fulfillment and information services

#### **InSight: Identify Solutions**

- We maximize the value of your customer experience information with insights gained through rigorous statistical analysis
- We initiate immediate on-site improvements through automated training or reward programs

With years of experience servicing the leaders in almost every customer-facing industry, we provide the best on-site information, insights and actionable solutions to help you deliver on your brand promise and maximize sales.

Information, insight and action. All from a single partner.



### WHY WE'RE DIFFERENT

- Our breadth of products and services that address your customer experience from all angles
- Our industry expertise and shared best practices
- Our proprietary data delivery technology
- Our industry leading information, insight and action solutions

## ONSIGHT: EVALUATIONS AND ACTION

PRODUCT CATEGORY	KEY ISSUES ADDRESSED
Mystery Shopping	Compliance with internal guidelines for operational performance and branding
Direct Customer Feedback Surveys	Customer perceptions and attitudes
On-Site Audits	Merchandising/branding compliance, in-stock status and product pricing with Pricemark
Competitive Evaluations	Competitive comparison across a consistent set of measures
CRI Theatre Checks	Verification of and reaction to pre-feature advertising, trailers and promotional programs
Product Merchandising	Product placement, stocking, pricing and packaging
On-Floor Set Up	Timely and proper execution of promotional programs and seasonal product changes
Crisis Management	Immediate rectification of product crisis situations including recalls

## INSIGHT: IDENTIFY SOLUTIONS

PRODUCT CATEGORY	KEY ISSUES ADDRESSED
Analytics & Insights	Business opportunities and “levers” where investment will generate the highest return
Triggered Training® and Rewards	Automated, real-time delivery of training or rewards based on mystery shopping scores
HearSay, Text Mining and Analysis	Extract value and richness from thousands of customer verbatims
Loyalty Lift Calculator	Estimate the impact of performance improvements on satisfaction, loyalty and financial performance

## BENEFITS OF OUR INTEGRATED PRODUCT SUITE

- Delivers actionable insights
- Pinpoints focus areas for greatest ROI
- Improves on-site operational performance
- Aligns customer experience with expectations
- Verifies compliance with product placement, stock level and pricing guidelines
- Ensures products are displayed when and where you want them to be
- Identifies significant performance gaps and best practices across your business
- Uncovers corporate-wide behavior patterns leading to revenue opportunities
- Tells a story that provides consultative recommendations
- Improves employee effectiveness, morale and retention

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email [sales@marketforce.com](mailto:sales@marketforce.com).