

CUSTOMER EXPERIENCE INFORMATION, INSIGHTS & ACTION DRUG/GROCERY INDUSTRY

Market Force Information is the leading customer experience information and insights partner for drug and grocery store operators. We know the importance of customer service, operational compliance, in-stock condition, speed to shelf and check out. We provide crucial information and actionable insights into your brand's customer experience, along with the on-site action necessary to drive results. Let us help you deliver on your brand promise, increase loyalty and maximize sales.

More than simply a data provider, Market Force Information delivers a unique combination of customer experience information, insight and action. Our **OnSight** evaluation and action solutions utilize multiple methodologies to provide a complete picture of your customer experience and deliver the store-level action you need through a full range of merchandising services. Our **InSight** solutions maximize the impact of customer information with rigorous statistical analysis highlighting actionable solutions and automated training and rewards programs that translate into immediate results. As the single source provider for these solutions, we are your critical link to patrons and your partner in maximizing their in-store experience.

THE MARKET FORCE INFORMATION DIFFERENCE

- Breadth of solutions addressing your customer experience
- Industry expertise and shared best practices
- Proprietary data delivery technology that puts all your customer experience information into a single reporting platform
- Industry-leading insight and action solutions for more informed decisions based on the best collection of data available

BENEFITS

- Pinpoints focus areas for greatest ROI
- Improves operational performance
- Aligns customer experience with expectations
- Ensures proper distribution and placement of products
- Identifies significant performance gaps and best practices
- Uncovers behavior patterns leading to revenue opportunities
- Tells a story that provides consultative recommendations



INTEGRATED SOLUTIONS DELIVERING A HOLISTIC VIEW OF THE IN-STORE EXPERIENCE

OnSight: Evaluations and Action

- Mystery Shopping
- Customer Service Evaluations
- Web and IVR Customer Surveys
- Merchandise Audits
- Pricemark price tracking
- Product Merchandising
- On-Floor Set Up
- Crisis Management

InSight: Identify Solutions

- Analytics & Insights
- Triggered Training® and Rewards
- Loyalty Lift Calculator

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email sales@marketforce.com.