

Audits

Inspect what you expect.

Even the most brilliant campaigns, or carefully calibrated price promotions, can fail without on-the-ground intelligence from your stores.

YOU SPEND MILLIONS ON YOUR PROMOTIONAL PROGRAMMES AND pricing strategies. But even the most brilliant campaigns, or carefully calibrated price promotions, can fail without on-the-ground intelligence from your stores. Expert auditing services from Market Force Information® give you current, accurate intelligence, from where it matters most—the field.

STAY ON THE SAME PAGE WITH INTERNAL AUDIT

Not only can we assist with auditing, but we can also team with your internal audit process and ensure that we're all on the same page with our Eyes:On™ mobile app. The app, along with our online technology reporting platform, is designed to capture internal audit results and compare them with other metrics for greater insights into which locations need your immediate attention.

GO MOBILE

With Eyes:On to capture information, your auditors can use any mobile device such as a smartphone or tablet to quickly and efficiently capture information and automatically upload the results to the platform. You can leverage the device to take pictures, record notes, even video, and geo-locate multiple audit locations. No more time-consuming and error-prone transcribing, no uploading of separate images or video. And certainly no more cumbersome spreadsheets that fail to drive action.

No internet access in the location you're auditing? Not a problem. Capture information offline on the app, and then transmit when you're connected to the internet.

Eyes:On also helps each auditor understand their workload and plan the most efficient way to complete their audits, showing how many stores have been audited, and providing maps to each location.

LEVERAGE TECHNOLOGY AND YOUR AUDIT DATA

Once your audit data is collected, the real power is in analysing that data for trends with KnowledgeForce®, our technology platform.



Audits: Inspect what you expect.

SOLUTION POINT OF VIEW

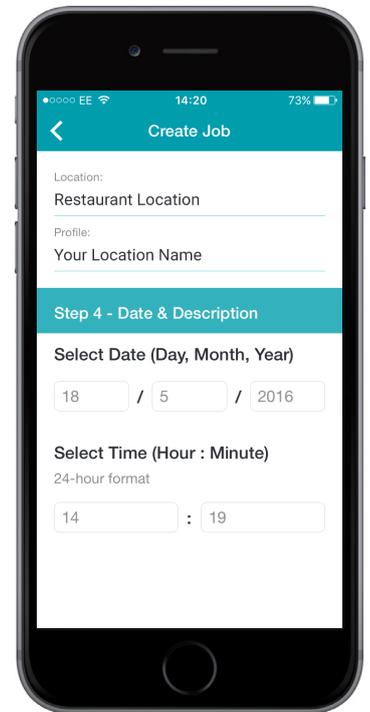
You get a real-time view into your stores and can:

- Quantify lost sales due to out of stocks and implement strategies for improvement
- Identify individual locations that are non-compliant with marketing or merchandising programmes and resolve issues quickly
- Ensure price accuracy and consistency
- Verify timely and proper promotional programme launches
- Identify opportunities to improve consumer navigation through changes to store layout or signage

TAKE IT A STEP FURTHER

What's more, with KnowledgeForce, you can combine audit data with other location data—mystery shop scores, customer satisfaction surveys, employee engagement survey reports, contact centre feedback data, social media posts, and financial metrics. Armed with multiple data metrics on a 'single pane of glass', executives can quickly spot emerging trends, and identify locations that need more attention. Executives can quickly craft improvement programmes tailored to just those stores that need them. That same platform can be used to track action and help teams be accountable.

Leverage Market Force auditing services, our technology and your audit data to master the formula. Enable your teams to effectively deliver on your brand's promise...a sure way to increase customer loyalty and sales.



Our Solutions



Strategic Advisory Services



Technology



Measurement Channels



Analytics & Insights



Market Research

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