SHOPPERDYNAMICS

An exclusive package by **Dynamic Search** that gives you candid feedback on your In-store and Service performance. This allows you to understand your customers' shopping habits better. The Research tools are: Mystery Shopping, Shopping Surveillance, Intercept Shopping and Price Monitoring

Mystery Shopping
- ☑ Mystery Shopping, a self-assessment tool from professional shoppers' perspective
- ☑ It gauges quality standards and improvements needed through observation, experience and evaluation
- ☑ Mystery Shopping can be carried out via telephone, real-time location visits or via online

Shopping Surveillance
- ☑ Accompanied shopping, real-time observation and surveillance of shoppers in real shopping environment – capturing the "shopping moment"
- ☑ Demographic and psychographic data capture
- ☑ Real environment testing of POS materials
- ☑ Observations of shopper behaviour at specific touch points

Intercept Shopping
- ☑ After shopping, we intercept and seek clarification of shoppers' behaviour.
- ☑ Interviewing shoppers to recount moment-by-moment shopping experience
- ☑ In-depth probe to complement observations: rational and emotional responses
- ☑ Impact of visual/ tactile/ olfactory/ auditory stimuli

Price Monitoring
- ☑ We watch your competitors' prices for you:

- ☑ Monitor your competitors' price fluctuations on a daily, weekly or monthly basis
- ☑ Between one to 24 hours' time-lag report depending on your needs
- ☑ Online accessibility of reports whenever you need and wherever you are

Why ShopperDynamics?
- ☑ Good, honest self-examination Research tool
- ☑ Service performance tracking will open up improvements and opportunities
- ☑ Staff adherence to company standards and policies
- ☑ Learn and identify strengths and weaknesses of your In-store programme
- ☑ Identify where training and other process improvement efforts are necessary
- ☑ Useful for those in the following sectors: Retailers, Automotive, Financial Services, Telecommunication, Restaurants, Raw Material Suppliers, Electronic Business

Contact Dynamic Search today to learn how to make ShopperDynamics work for you!