surveywise
data collection made simple

Surveywise
in numbers

10K
SURVEYS CREATED

3.5M+
SUBMISSIONS

50+
COUNTRIES

*Data - Aug 2023

Surveywise

powered by Staffwise

Trusted by

BAT · DeLonghi · DUNNES STORES · FMI · agileretail · IKEA · IMPERIAL BRANDS · IQOS · KRULIVE · LG · MARS · Meta · Miele · NESPRESSO · Nestlé · Reach · RETAIL MARKETING GROUP · Sainsbury's · TESCO · VISA

About Surveywise

About

Surveywise is a powerful and comprehensive survey and reporting system that is intrinsically integrated with the Staffwise platform.

Track measurements, metrics, anecdotal feedback, consumer feedback, brand awareness and so much more across a multitude of different sectors and usage scenarios.

Surveywise is the perfect solution for your:

- Brand activity
- Mystery shopping
- Market research
- Promotional marketing
- Retail marketing
- Merchandising
- Audit calls

Key features

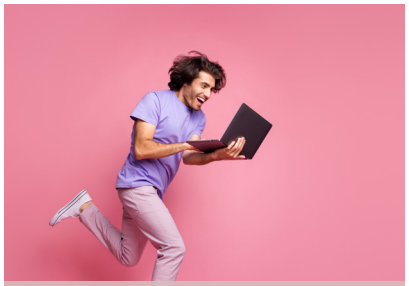
6 Key features for Brand Activity and Promotional Marketing:

1. Staff onboarding knowledge checkers.
2. Quizzes to ascertain staff brand awareness.
3. Branded consumer surveys, registrations and competition entry.
4. Enhance consumer interactions with gamification options.
5. End-of-day field reports using built-in predefined questions.
6. Generic and custom KPI reports to all stakeholders.

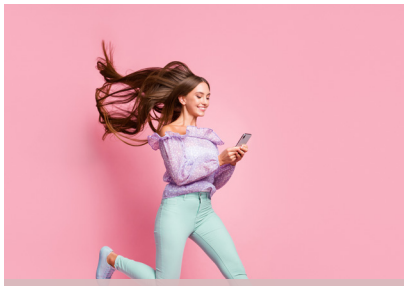
8 Key features for Retail Marketing, Merchandising, Market Research, Audit calls and Mystery shopping:

1. Report key commercial components and evaluate performance.
2. Robust custom scripting and routing engine to create a customized flow and logic for your surveys.
3. Capture one-off issues such as reporting out-of-stock with ad-hoc anecdotal feedback.
4. Place image markers on photographs as evidence of issues, areas of concern, out-of-stock, etc.
5. Create a products merchandised grid via our products database to report on sales, samples and stock.
6. Add sub-text to each question for instructional guidance with imagery such as planogram compliance.
7. Notification and triggers to notify all stakeholders immediately at the time of submission of any issues, discrepancies, out-of-stock.
8. Generic and custom data-driven insight reports to all stakeholders.

Types of data collection



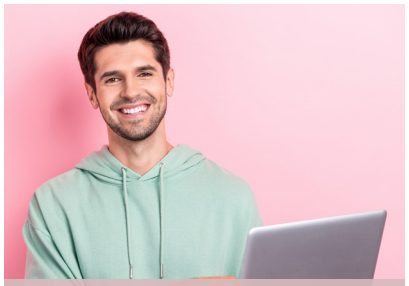
1. Site/activity feedback



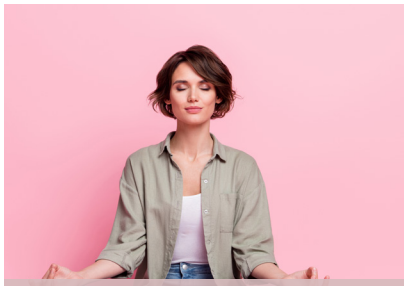
2. Field reporting

3. Retail marketing

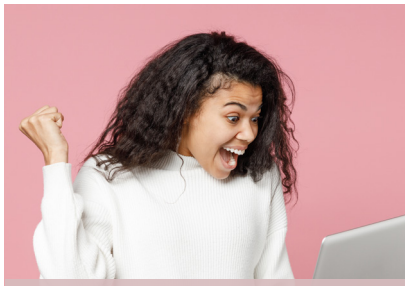
4. Mystery shopping



5. Audit calls



6. Customer registration



7. Competition entry

8. Quizzes

Types of data collection

9. Employment/H&S forms

10. E-learning & development

11. Brand awareness

12. Knowledge checker

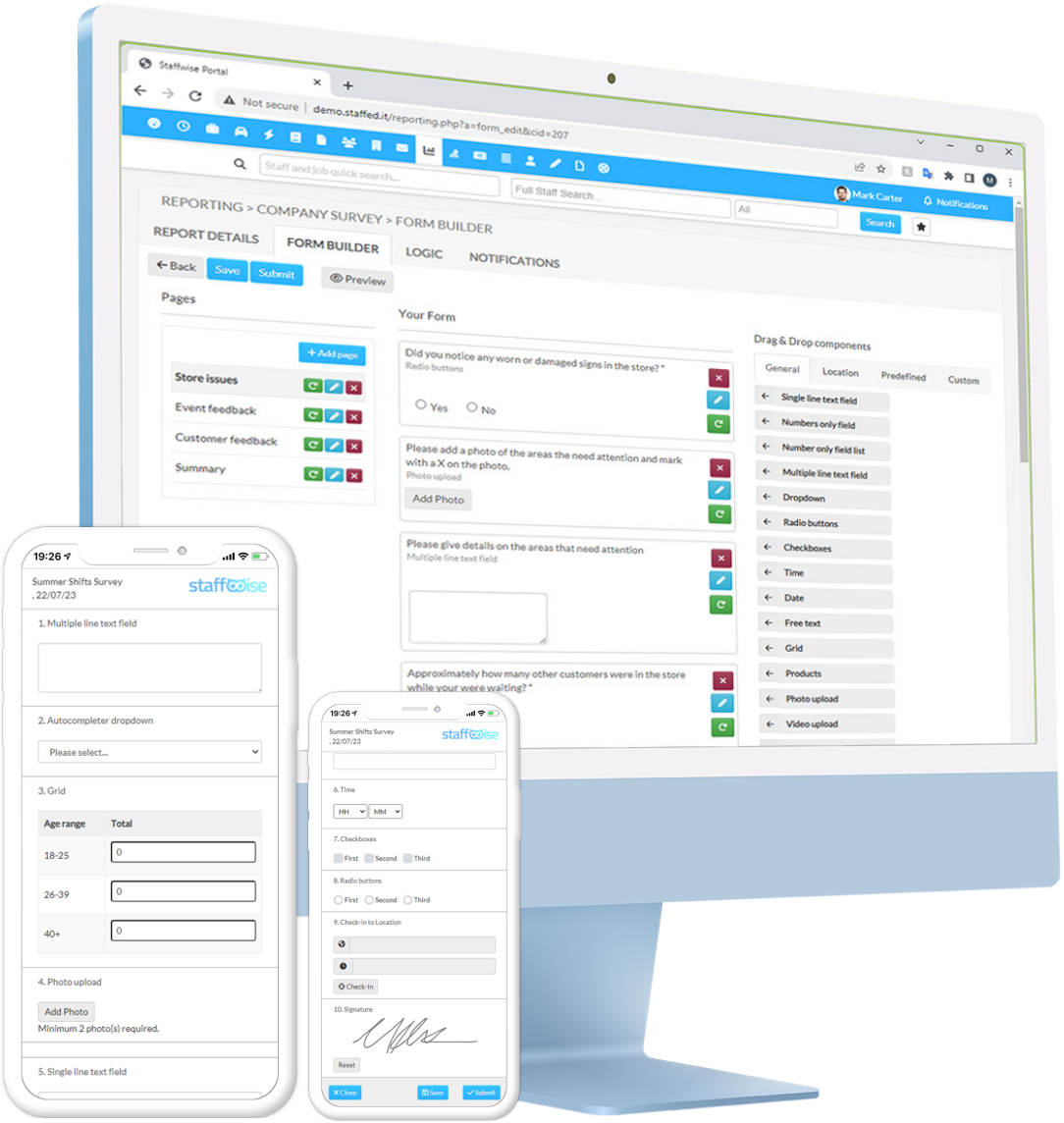
13. Staff appraisals

14. Client feedback

15. Petitions

16. Reviews

Survey builder



We have a plethora of question types and functionality that you can use in your survey to ensure you collect the data in the most efficient and concise manner.

Fields:

- Single-line input
- Single-line list input
- Numbers only input
- Numbers only input list
- Dropdown
- Autocomplete dropdowns
- Radio buttons
- Checkboxes
- Time
- Date
- Location
- Check into a location
- Instructional text and imagery
- Grid
- Product list
- Show photos(s)
- Upload photos(s)
- Show video
- Upload video
- Signature
- Group
- Slide
- Venue dropdown
- Barcode

Pre-defined fields:

- Yes/No/Other/please specify
- Very poor to excellent
- Very quiet to very busy
- Busiest time of day
- Weathers
- Sales/Samples
- Age breakdown
- Gender breakdown
- FAQ's/Comments
- Positive comments
- Negative comments
- Product list

Survey allocation & visibility

Accurate allocation of surveys thereby ensuring each submission is logged with the correct person, shift, location date and time.

Allocate by:

- **Shift**
  One or multiple surveys per shift such as field reporting, consumer surveys, retail marketing, mystery shopping and reviews.
- **Job**
  One or multiple survey per job such asend of job survey and client feedback.
- **Staff tags**
  One or multiple survey per staff within selected staff tags such as e-learning, knowledge checkers and brand awareness.
- **Staff**
  One or multiple surveys per staff such as e-learning and appraisals.
- **Staff status**
  One or multiple surveys per staff within given staff statuses such as onboarding quiz, e-learning and appraisals.
- **Unassigned**
  Open surveys not restricted.

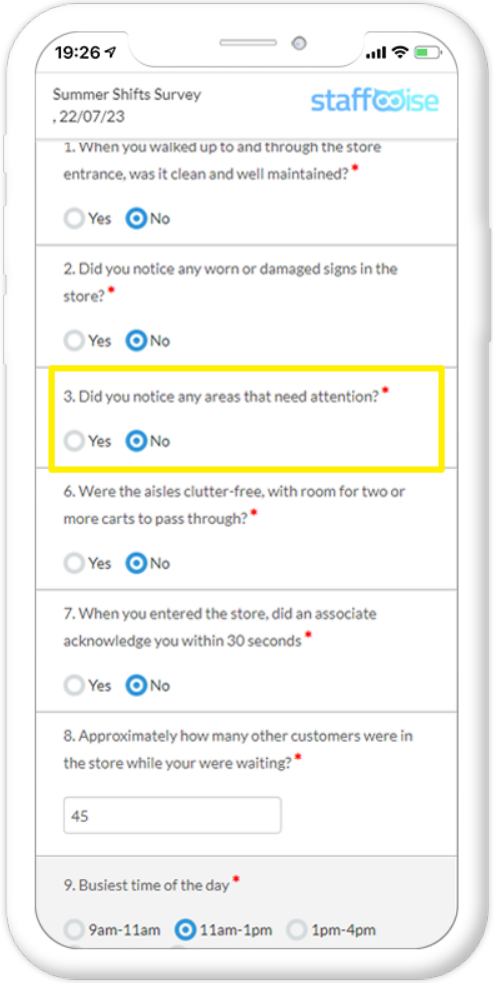
Ensure only the right people have visibility over the surveys and the individual questions.

Visibility options include:

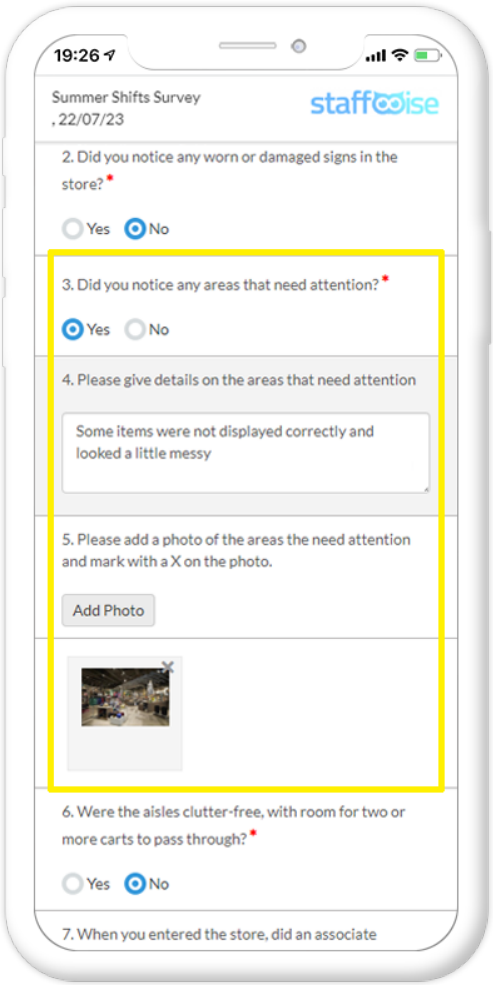
- **By location**
  Chose to show questions in a survey by the location/city/territory/ region being visited on the shift.
- **By staff roles**
  Chose to show questions in a survey by the role being undertaken on the shift.

Survey features

Survey logic



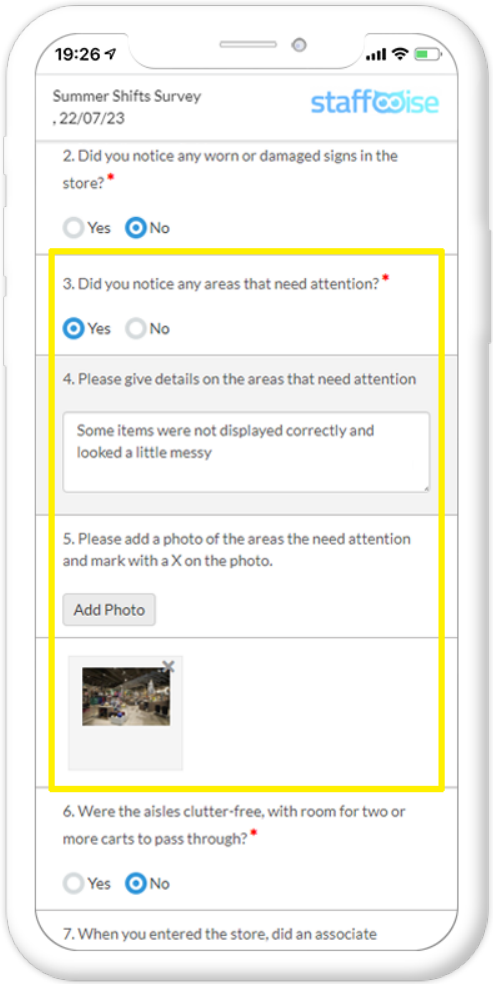
- Logic added to a survey can ask for more information where required.
- This keeps your survey clean and concise and allows you to show questions only when they are required.
- In this instance answering 'No' to this question is a response to say that there weren't any areas that needed attention, and therefore no more information is required.



- By answering 'Yes' to this same question means that areas in the store are in need of attention and therefore more information is required so the added logic can show these additional questions to get this information.
- In this case a description of the problem is required along with a photo.

Survey features

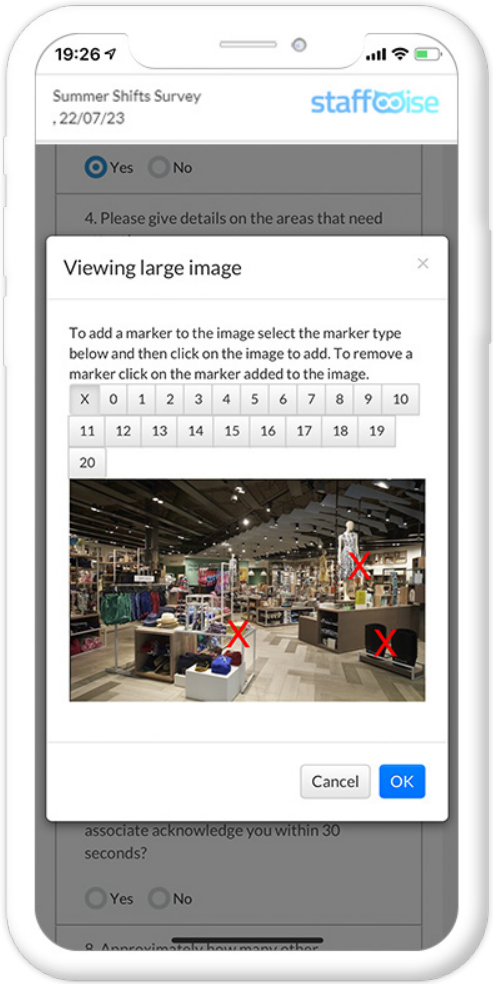
Triggers & notifications



- Multiple choice questions can trigger instant automatic emails to the relevant departments and stake holders.
- All or part of the survey data can be included in the emails to enable a quick response to the issue.
- Up to 5 email addresses can be added per question that you want to send a notification to.

To: Mark Jones
Location: John Lewis, Oxford St
Did you notice any areas that need attention: Yes
Some items were not displayed correctly and looked a little messy.
Click here to see the photos

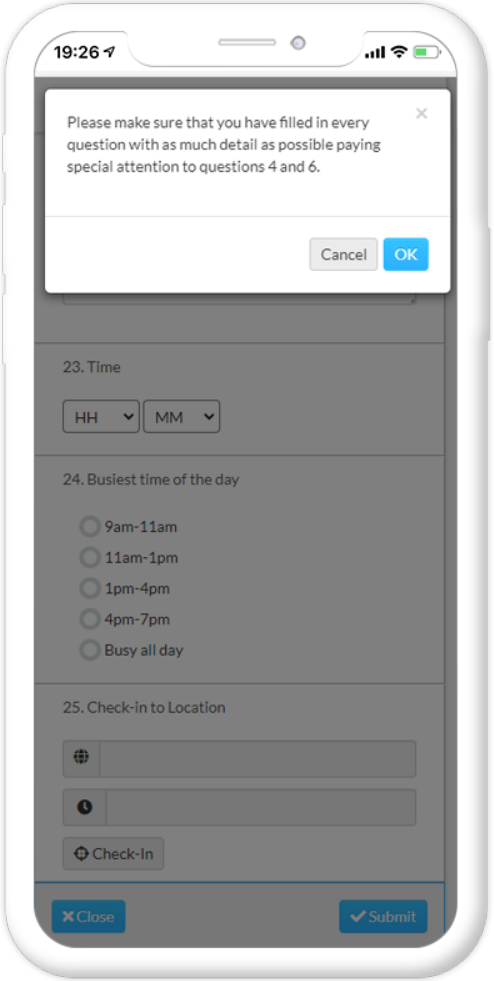
Image markers



- Add markers to your photos to better pinpoint the exact issues.
- There are a variety of marker types to choose from.

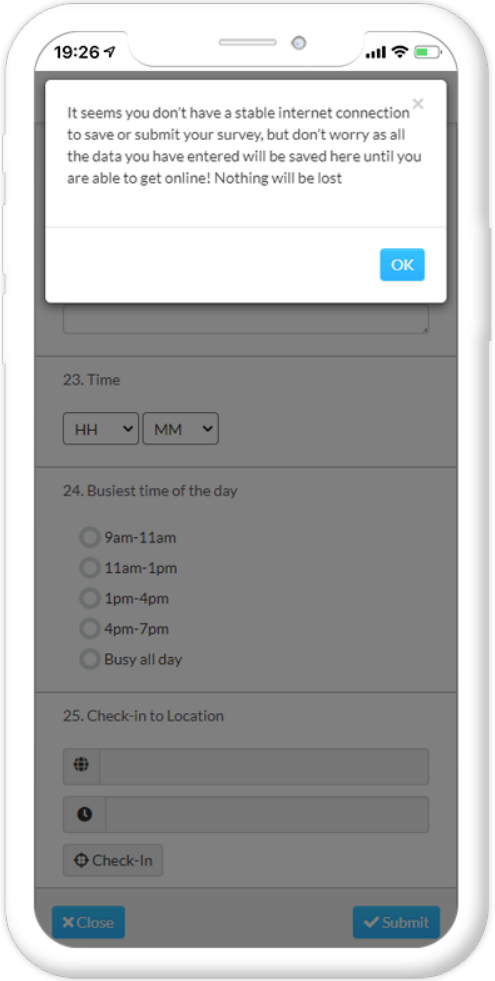
Survey features

Submit alerts



- Custom submit alerts give extra reassurance that staff are adding all details required before committing to a finished survey.
- Add as much information to the alert as you require.
- These alerts will appear to the staff upon pressing submit.

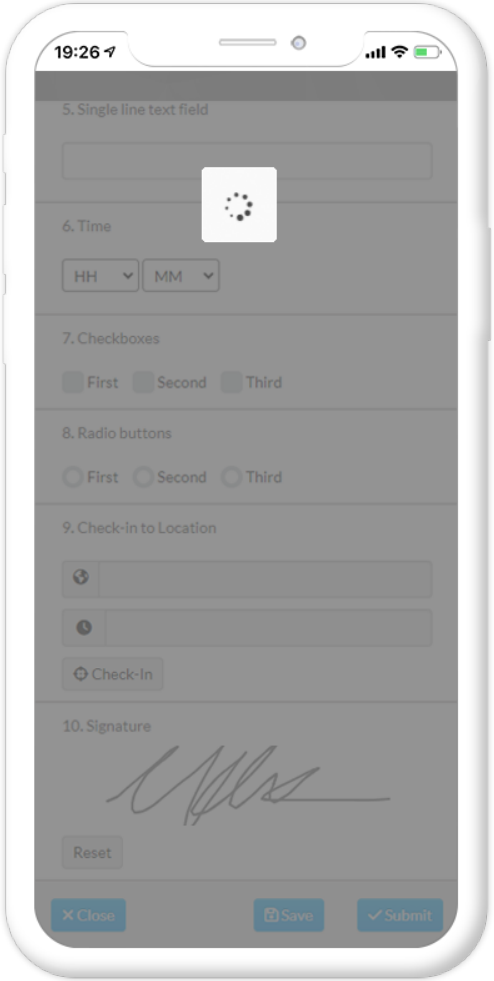
Working offline



- Should staff wander into an area with little or no internet connectivity, the survey is automatically saved locally on the device until they can get back online.
- Should staff save or submit your survey with no internet you will get the message above to reassure you that your data is safe and never lost.

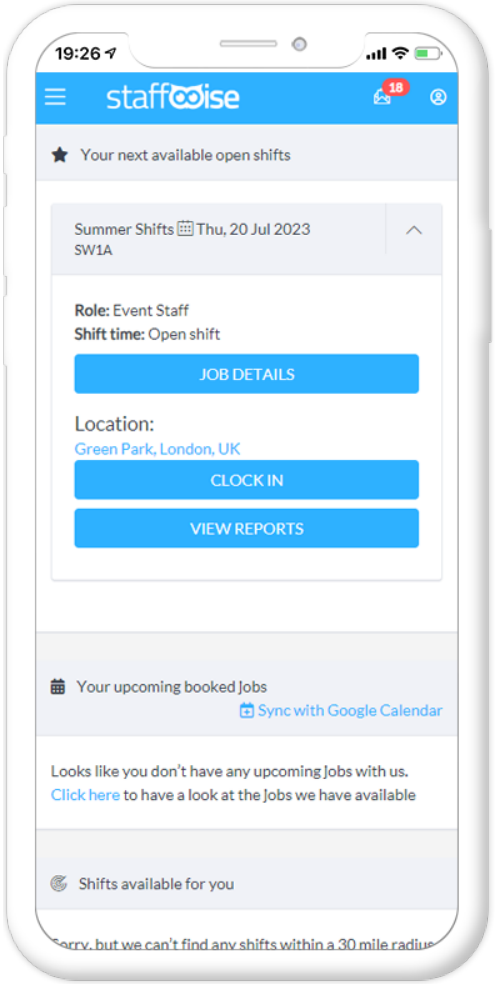
Survey features

Auto saving



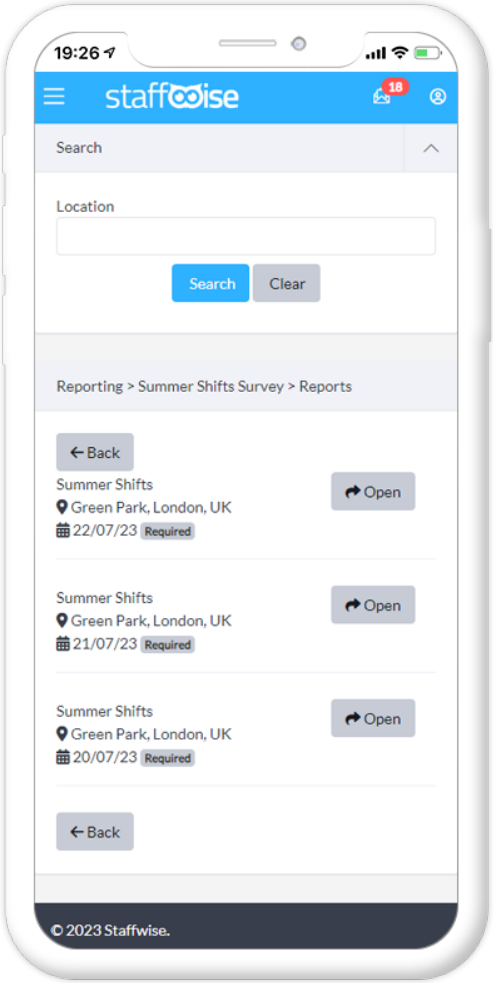
- The survey will auto-save all data added periodically either via the web to the server or if no connection can be found – direct to the device.
- Auto-saves are very quick and unnoticeable.

Staff journey



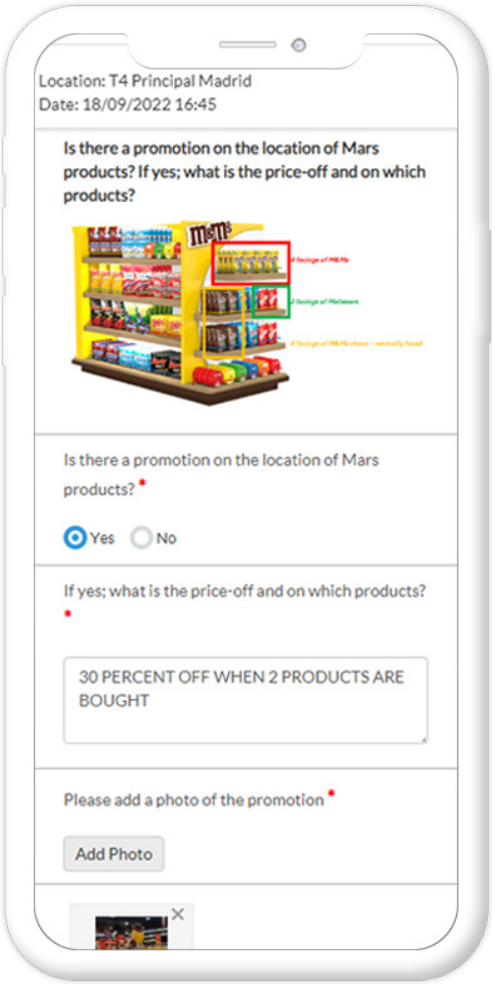
Staff dashboard

- Clock-in
- View reports



Survey list

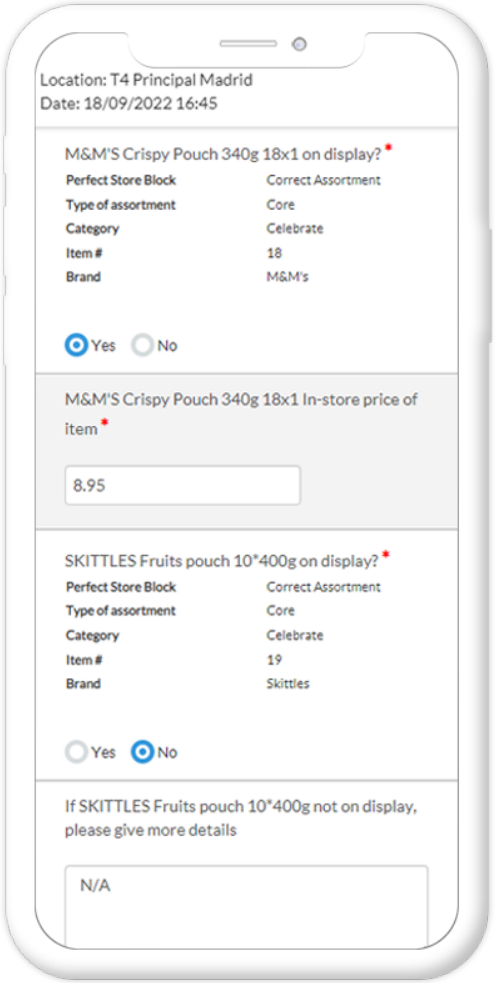
- Open allocated surveys



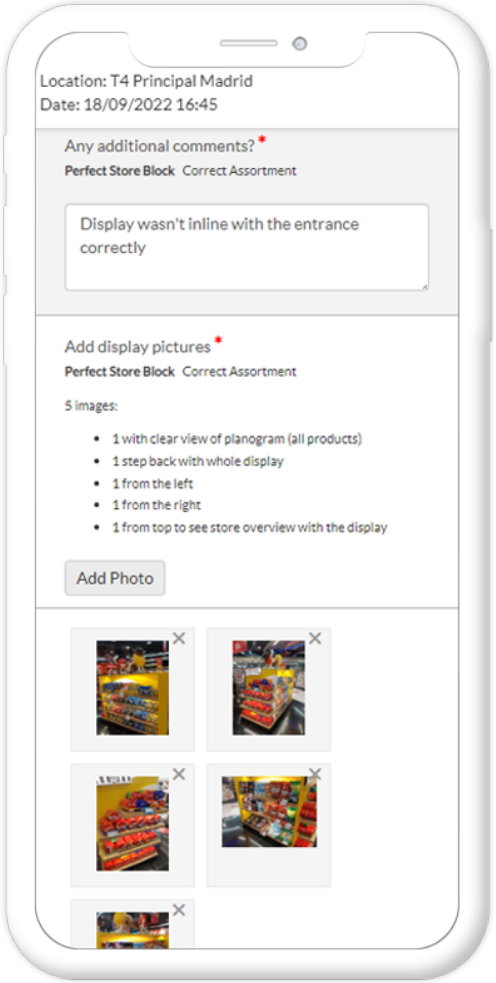
Survey

- Fully responsive
- Easy to use

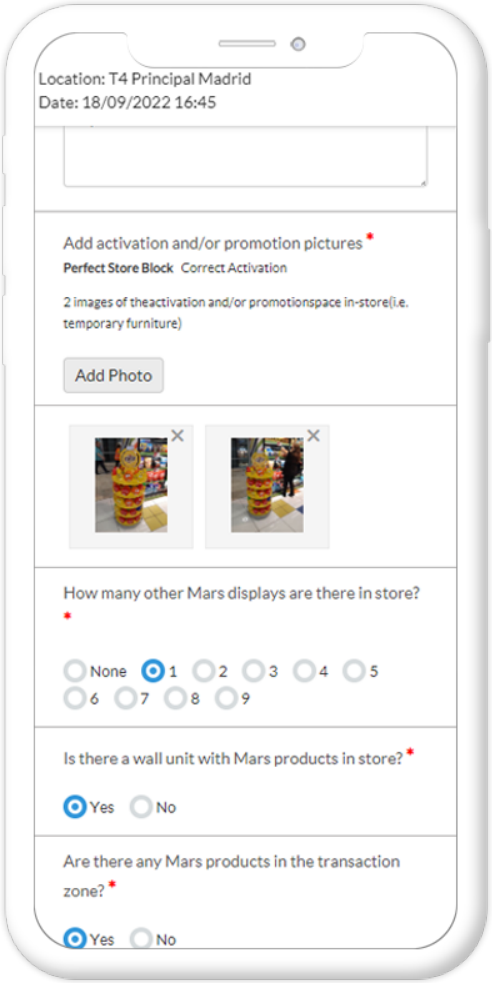
Staff journey



Survey example

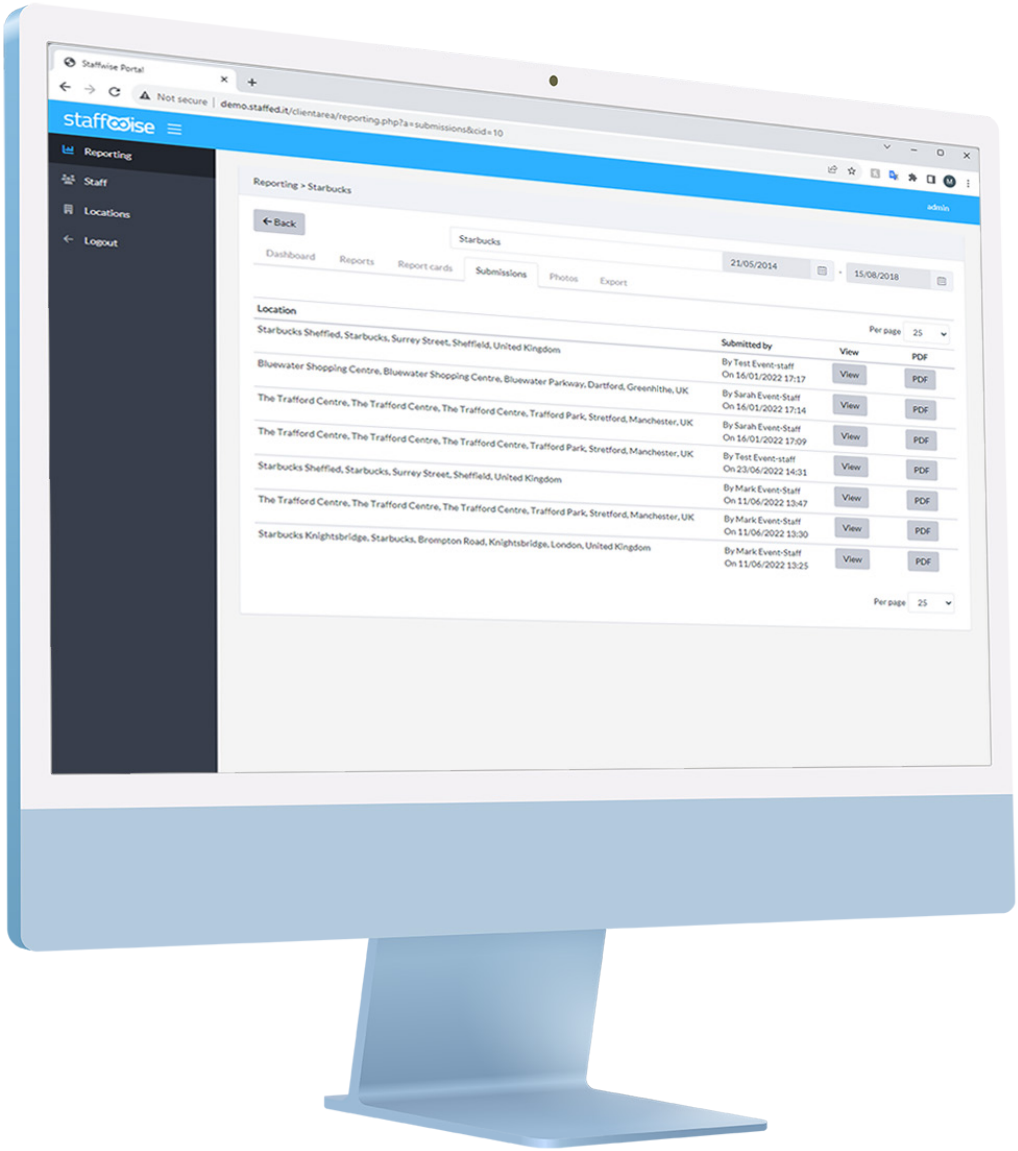


Survey example



Survey example

Survey submissions



The huge benefit of Surveywise being fully integrated with Staffwise is that not only does each individual submission have its individual set of stamps and logs, but each submission is automatically saved and stored with the shift attributes they are allocated to:

Individual submission logs

- Time and date stamp
- Geo-location

Shift submission logs

Staff: Name, shift status

Shift: Date, shift start, shift stop, rate, rate type,role, day of week, clock-in time, clock-out time

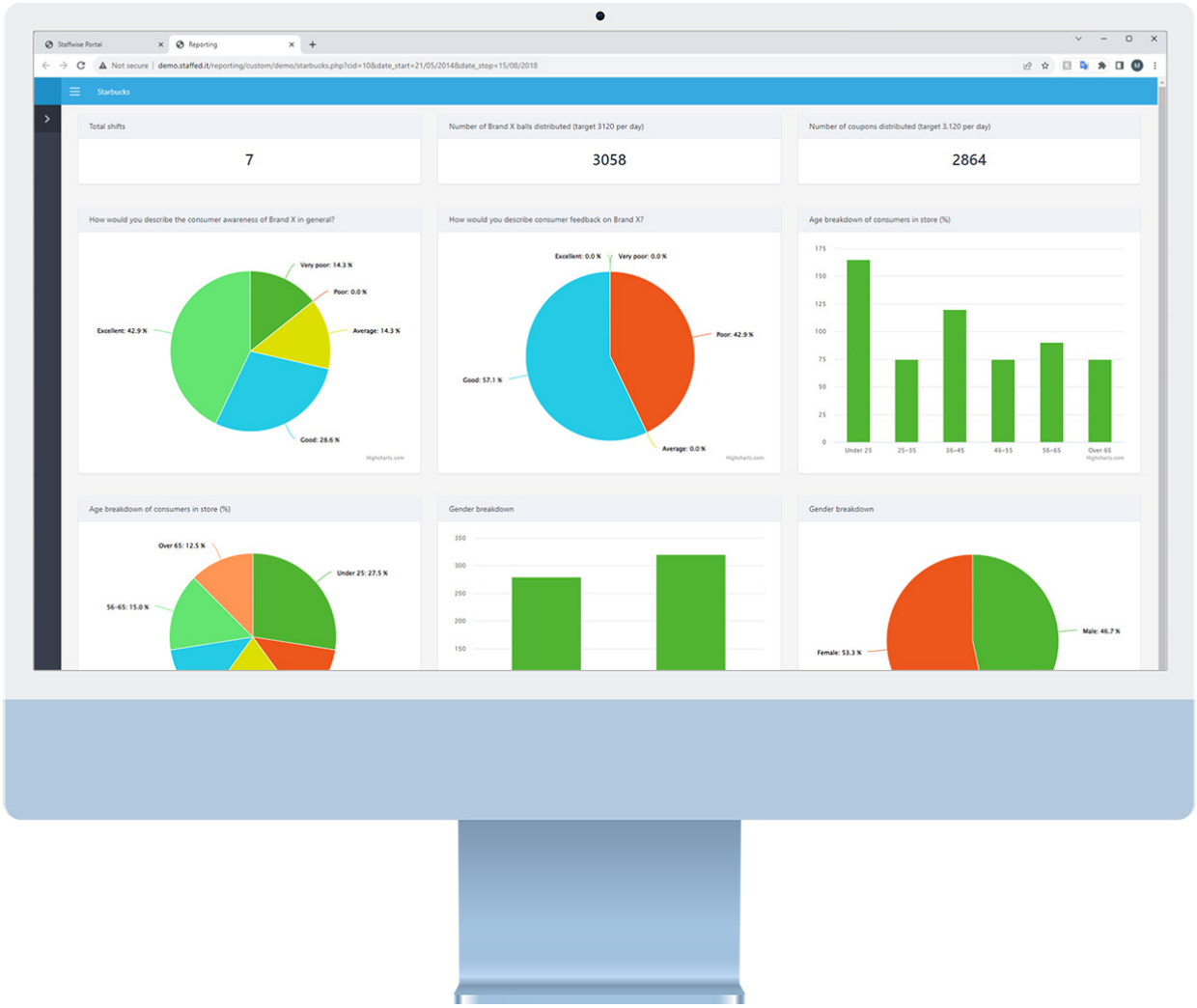
Job: Name, job code,

Location: Name, store, chain, city, area, territory, region, location type, and location tags.

Time in-survey logs

Start time, finish time, time between surveys, total time surveying in the shift, average time per survey.

Survey results



Types

- Quantitative, qualitative and geographical reports.*
- Self-serve on-demand report cards.*
- Auto-generated and delivered reports, eg.**
  - Custom daily summary flash reports.
  - Custom weekly insights KPI reports.

Metrics

- Assess required performance vs key metrics.*
- Browse and explore specific data points.*
- Quantitative data to pie and bar charts.*
- Qualitative data to lists.*
- Custom calculations for insight reports.**
- Filterable data.*

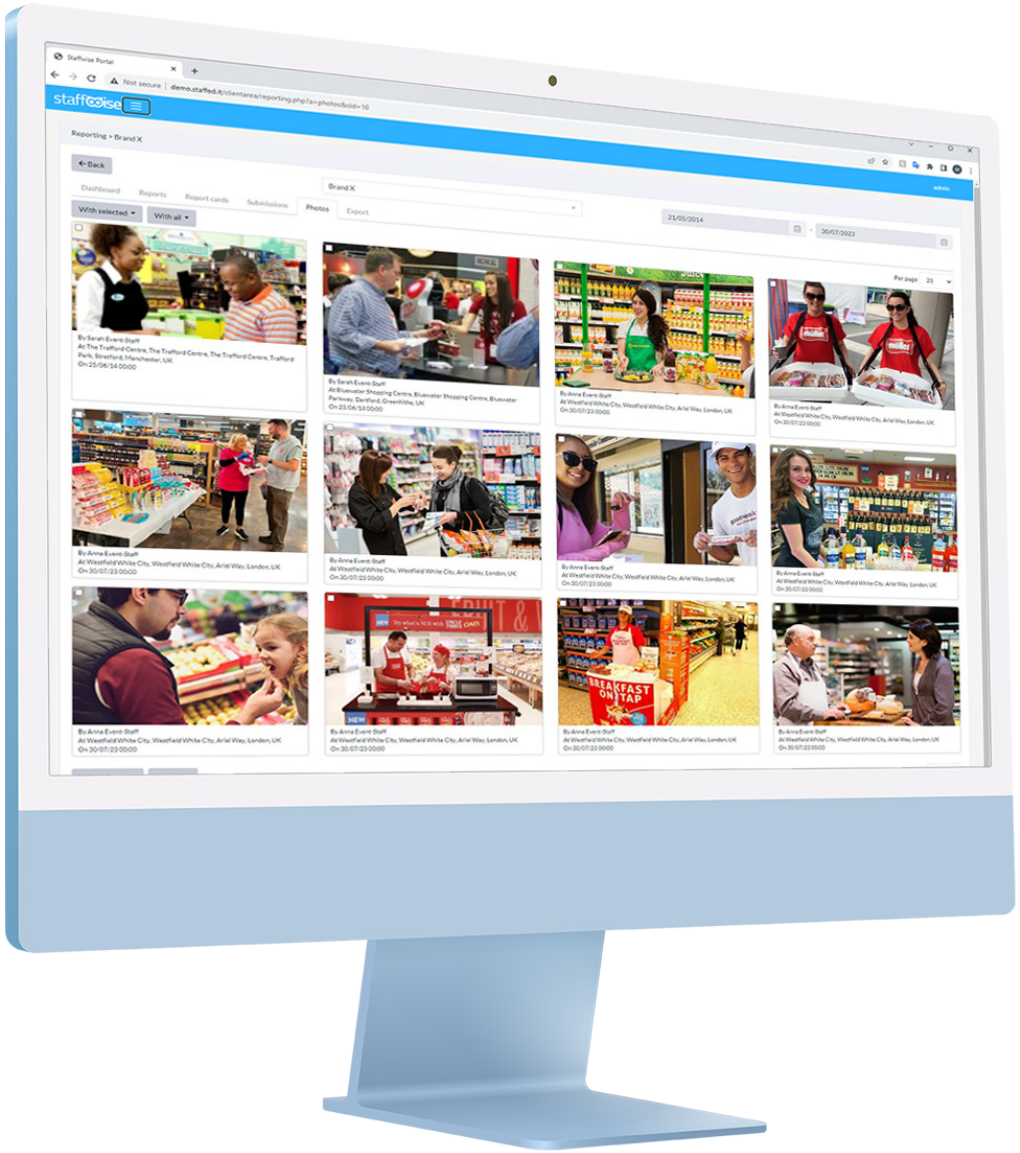
Branding

- Fully branded or generic reports.**
- Custom design based on campaign/event/activity.**

** Part of your reporting monthly subscription fees*

*** Additional fees may apply*

Delivery and extraction



Delivery

- Real-time delivery of results via stakeholder access to our client area.*
- Manual delivery of results to stakeholders via on-demand partial or full data exports based on filtered criteria.*
- Autonomous delivery of results and/or reports to stakeholders at pre-selected intervals, ie, daily, weekly.**

Extraction

- Various formats of manual data export such as CSV or XLSX.*
- Filter Data by chosen criteria to extract partial downloads.*
- Manual download of generic or custom PDF KPI reports.**
- View and download each full submission as CSV or PDF.*
- Create and download submission Report cards for all or specific data points.*
- Browse photos and videos and download them in bulk.*
- Powerful Public API to link your data to any third-party systems such as PowerBI.*

** Part of your reporting monthly subscription fees*

*** Additional fees may apply*

Case studies

The following case studies use a mixture of functionality that is part of your monthly subscription fee and additional fees for custom development.

Functionality that is included in the monthly reporting subscription fee;

- Surveys created by the Surveywise form builder.
- Triggers and notifications.
- Survey logic and scripting.
- Clientarea dashboard for chart and graphs.
- Submissions report card.
- Data extraction in CSV or XLSX.
- Linking data to an external system using our API.

Functionality that was custom development charged at an additional fee;

- Custom branded data capture app.
- Custom branded PDF insights and metrics reports;
  - Daily, Weekly, Summary etc.
- Custom branded online interactive reports.
- Custom format XSLX data consolidation export.

Case study

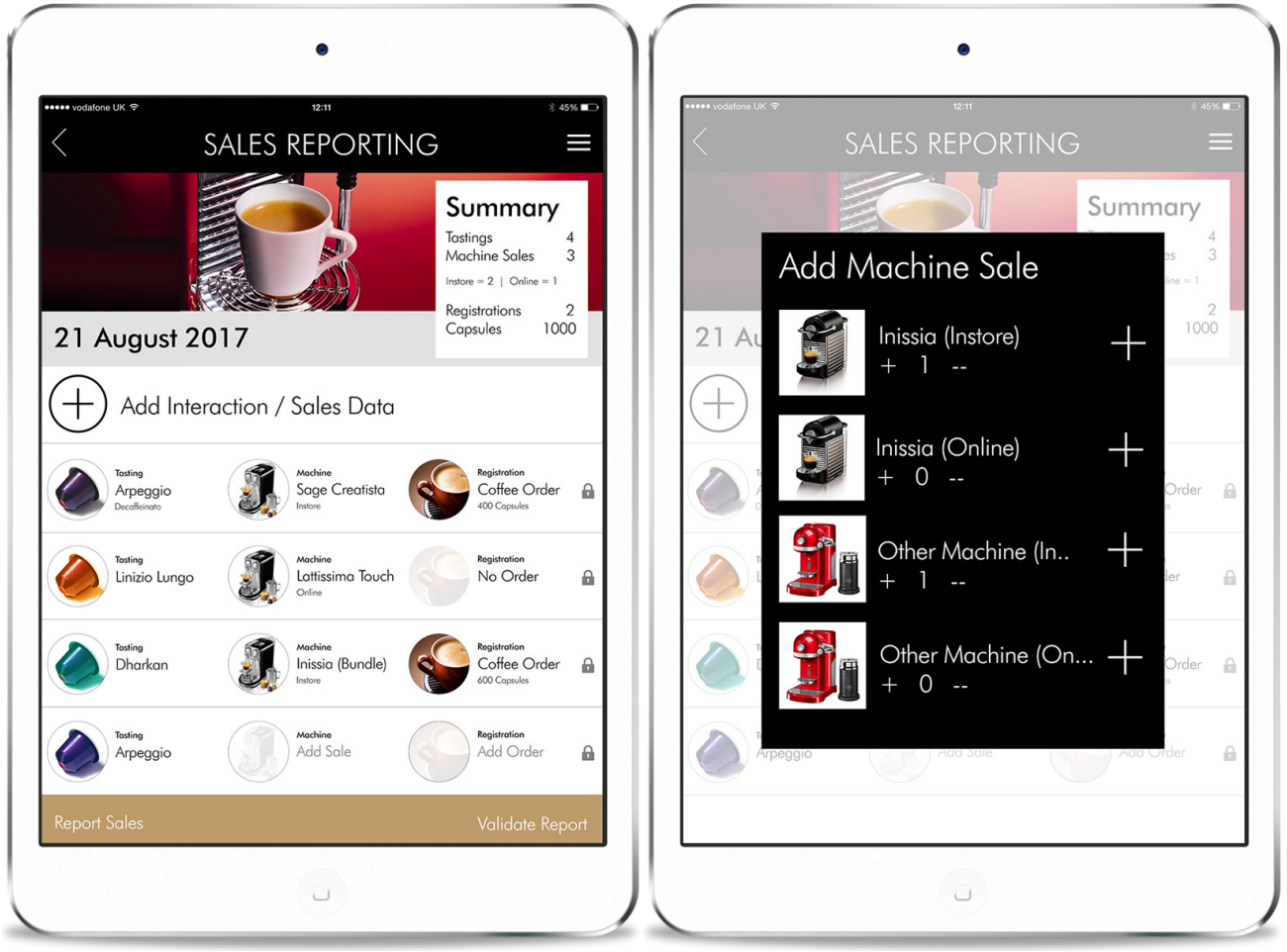
Merchandising / Sales Reporting

Survey

Reporting on interactions, sales merchandising and other data points of Nespresso products in John Lewis nationwide across the UK

Results

- Custom sales reporting app
- PDF report
- Custom sales reports
- Branded custom design
- Specific data points
- Custom calculations and metrics
- Manual download
- Autonomous delivery



Results

Search Google or type a URL
1 / 1
100%
FENWICK (NEWCASTLE UPON TYNE) / 01.06.18 - 30.06.18
DeLonghi
Better Everyday
Key products
BEANS TO CUPS
Prima Donna Elite Experience
Eletta Cappuccino (white)
Eletta Cappuccino (black)
Autentica Cappuccino
Dinamica
Eleta plus
Autentica Plus
Dinamica
Autentica
Magnifica
Caffe Corso
PUMP ESPRESSO
Dedica (silver)
Dedica (red)
Dedica (black)
Distinta (white)
Distinta (black)
Distinta (bronze)
Distinta (copper)
Scultura (bronze beige)
Scultura (carbon black)
Scultura (zinc white)
Scultura (steel grey)
Icona (red)
Icona (black)
KENWOOD
kmix stand mixer (red)
kmix stand mixer (white)
kmix stand mixer (black)
kmix stand mixer (cream)
kmix blenders (red)
kmix blenders (white)
kmix blenders (black)
kmix blenders (cream)
Kmix hand blenders (red)
Kmix hand blenders (black)
Kmix hand blenders (white)
Kmix hand blenders (cream)
Kmix hand mixer (red)
Kmix hand mixer (white)
Kmix hand mixer (black)
Kmix hand mixer (cream)
KITCHEN MACHINES
Cooking Chef
Chef titanium XL
Chef titanium
Chef Elite XL
Chef Elite
Chef XL (white)
Chef XL (grey)
Chef
STAND MIXER
Multi One
Prospero
Best selling products
Autentica Cappuccino (100)
Autentica Plus (45)
Magnifica (21)
Magnifica (56)
Magnifica (67)
Total sales
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

Search Google or type a URL
1 / 1
100%
SUMMARY / 01.06.18 - 30.06.18
DeLonghi
Better Everyday
BEANS TO CUPS
Fenwick (Newcastle Upon Tyne) 100
Harrods (London) 100
John Lewis (Birmingham) 100
John Lewis (Brent Cross) 100
John Lewis (Kingston) 100
John Lewis (Leeds) 100
John Lewis (Nottingham) 100
John Lewis (Oxford Street) 100
John Lewis (Westfield White City) 100
John Lewis / Peter Jones (London) 100
KITCHEN MACHINES
Fenwick (Newcastle Upon Tyne) 100
Harrods (London) 100
John Lewis (Birmingham) 100
John Lewis (Brent Cross) 100
John Lewis (Kingston) 100
John Lewis (Leeds) 100
John Lewis (Nottingham) 100
John Lewis (Oxford Street) 100
John Lewis (Westfield White City) 100
John Lewis / Peter Jones (London) 100
PUMP ESPRESSO
Fenwick (Newcastle Upon Tyne) 100
Harrods (London) 100
John Lewis (Birmingham) 100
John Lewis (Brent Cross) 100
John Lewis (Kingston) 100
John Lewis (Leeds) 100
John Lewis (Nottingham) 100
John Lewis (Oxford Street) 100
John Lewis (Westfield White City) 100
John Lewis / Peter Jones (London) 100
STAND MIXER
Fenwick (Newcastle Upon Tyne) 100
Harrods (London) 100
John Lewis (Birmingham) 100
John Lewis (Brent Cross) 100
John Lewis (Kingston) 100
John Lewis (Leeds) 100
John Lewis (Nottingham) 100
John Lewis (Oxford Street) 100
John Lewis (Westfield White City) 100
John Lewis / Peter Jones (London) 100
KENWOOD
Fenwick (Newcastle Upon Tyne) 100
Harrods (London) 100
John Lewis (Birmingham) 100
John Lewis (Brent Cross) 100
John Lewis (Kingston) 100
John Lewis (Leeds) 100
John Lewis (Nottingham) 100
John Lewis (Oxford Street) 100
John Lewis (Westfield White City) 100
John Lewis / Peter Jones (London) 100

Case study

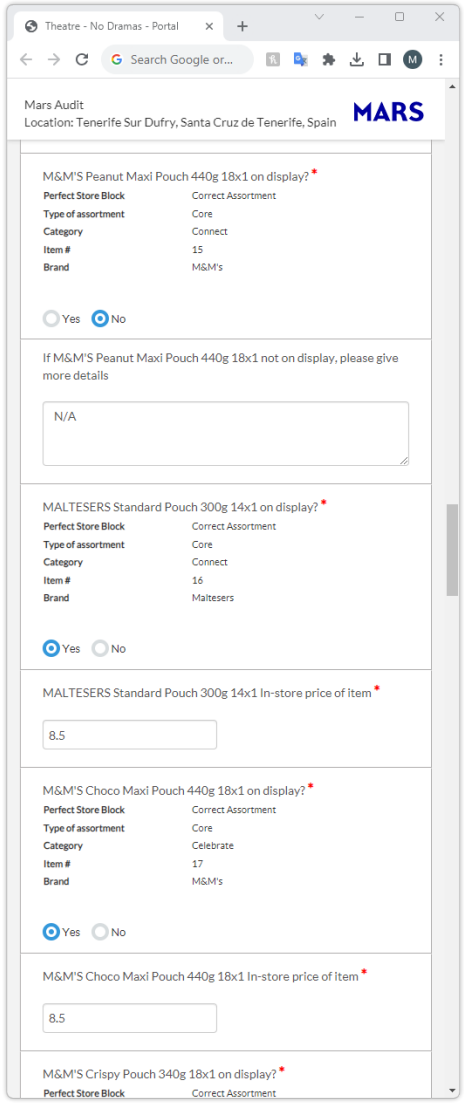
Mystery shopping

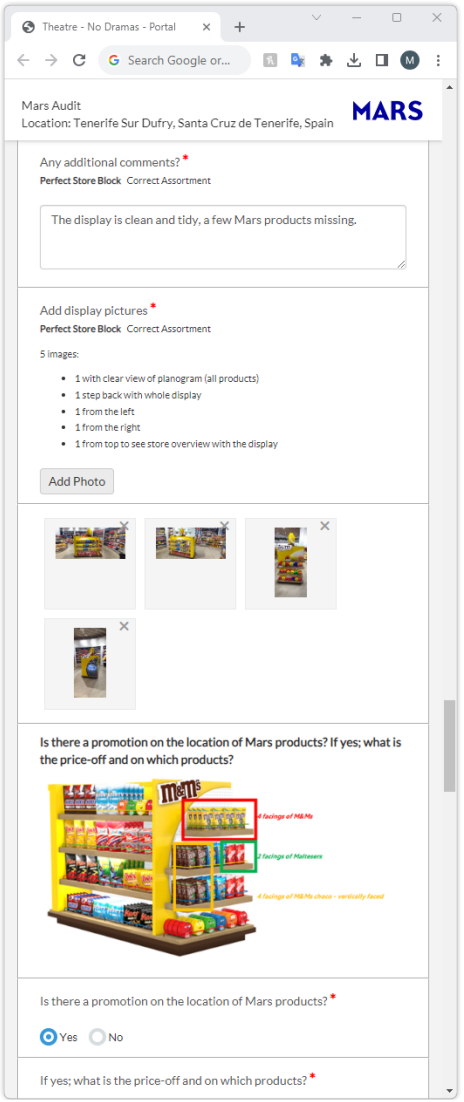
Survey

Mystery shopping MARS product costs and in-store locations across airports globally.

Results

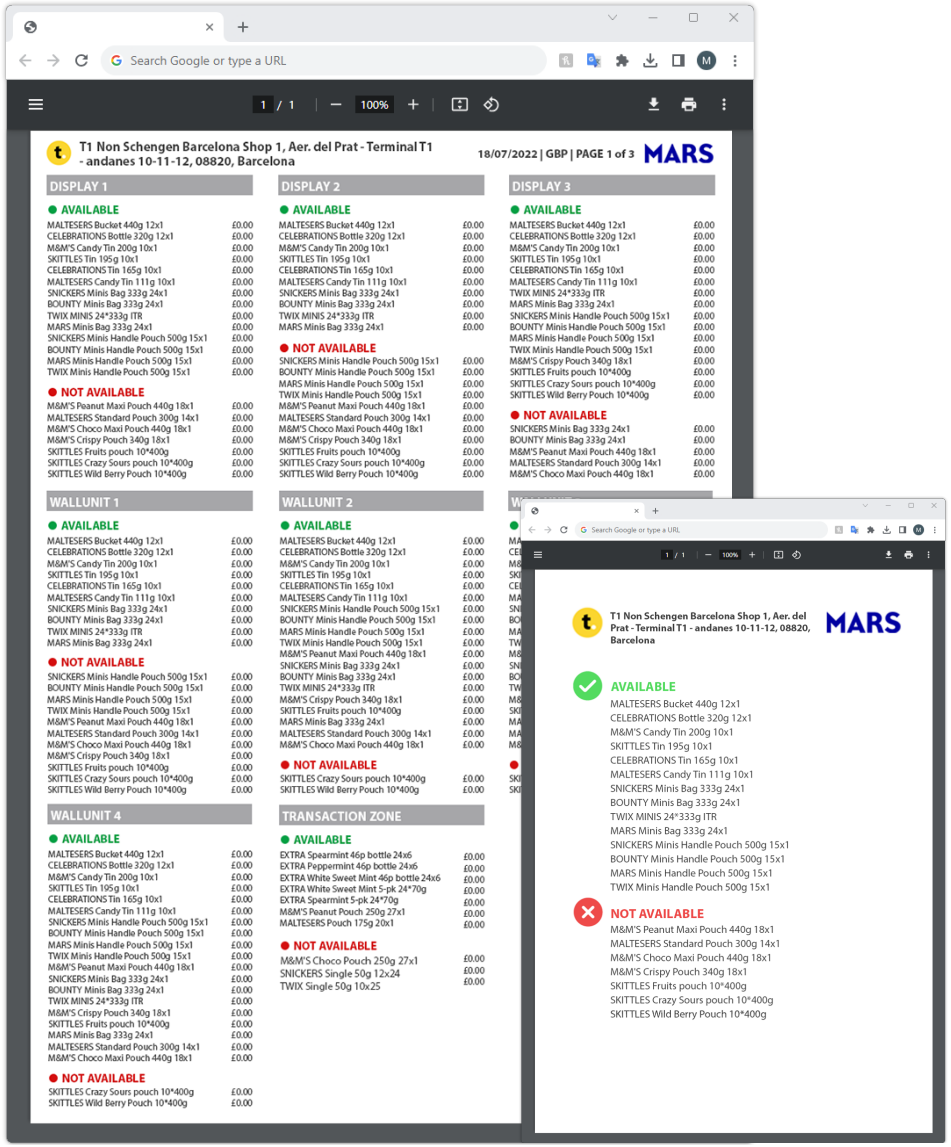
- Summarised PDF report
- Consolidated Excel report
- Branded custom design
- Specific data points
- Manual download
- Autonomous delivery





Results

Theatre NO DRAMAS MARS



T1 Non Schengen Barcelona Shop 1, Aer. del Prat - Terminal T1 - andanes 10-11-12, 08820, Barcelona

18/07/2022 | GBP | PAGE 1 of 3

MARS

DISPLAY 1

AVAILABLE

MALTESERS Bucket 440g 12x1	£0.00
CELEBRATIONS Bottle 320g 12x1	£0.00
M&M'S Candy Tin 200g 10x1	£0.00
SKITTLES Tin 195g 10x1	£0.00
CELEBRATIONS Tin 165g 10x1	£0.00
MALTESERS Candy Tin 111g 10x1	£0.00
SNICKERS Minis Bag 333g 24x1	£0.00
BOUNTY Minis Bag 333g 24x1	£0.00
TWIX MINIS 24*333g ITR	£0.00
MARS Minis Bag 333g 24x1	£0.00
SNICKERS Minis Handle Pouch 500g 15x1	£0.00
BOUNTY Minis Handle Pouch 500g 15x1	£0.00
MARS Minis Handle Pouch 500g 15x1	£0.00
TWIX Minis Handle Pouch 500g 15x1	£0.00

NOT AVAILABLE

M&M'S Peanut Maxi Pouch 440g 18x1	£0.00
MALTESERS Standard Pouch 300g 14x1	£0.00
M&M'S Choco Maxi Pouch 440g 18x1	£0.00
M&M'S Crispy Pouch 340g 18x1	£0.00
SKITTLES Fruits pouch 10*400g	£0.00
SKITTLES Crazy Sours pouch 10*400g	£0.00
SKITTLES Wild Berry Pouch 10*400g	£0.00

DISPLAY 2

AVAILABLE

MALTESERS Bucket 440g 12x1	£0.00
CELEBRATIONS Bottle 320g 12x1	£0.00
M&M'S Candy Tin 200g 10x1	£0.00
SKITTLES Tin 195g 10x1	£0.00
CELEBRATIONS Tin 165g 10x1	£0.00
MALTESERS Candy Tin 111g 10x1	£0.00
SNICKERS Minis Bag 333g 24x1	£0.00
BOUNTY Minis Bag 333g 24x1	£0.00
TWIX MINIS 24*333g ITR	£0.00
MARS Minis Bag 333g 24x1	£0.00

NOT AVAILABLE

SNICKERS Minis Handle Pouch 500g 15x1	£0.00
BOUNTY Minis Handle Pouch 500g 15x1	£0.00
MARS Minis Handle Pouch 500g 15x1	£0.00
TWIX Minis Handle Pouch 500g 15x1	£0.00
M&M'S Peanut Maxi Pouch 440g 18x1	£0.00
MALTESERS Standard Pouch 300g 14x1	£0.00
M&M'S Choco Maxi Pouch 440g 18x1	£0.00
M&M'S Crispy Pouch 340g 18x1	£0.00
SKITTLES Fruits pouch 10*400g	£0.00
SKITTLES Crazy Sours pouch 10*400g	£0.00
SKITTLES Wild Berry Pouch 10*400g	£0.00

DISPLAY 3

AVAILABLE

MALTESERS Bucket 440g 12x1	£0.00
CELEBRATIONS Bottle 320g 12x1	£0.00
M&M'S Candy Tin 200g 10x1	£0.00
SKITTLES Tin 195g 10x1	£0.00
CELEBRATIONS Tin 165g 10x1	£0.00
MALTESERS Candy Tin 111g 10x1	£0.00
TWIX MINIS 24*333g ITR	£0.00
MARS Minis Bag 333g 24x1	£0.00
SNICKERS Minis Handle Pouch 500g 15x1	£0.00
BOUNTY Minis Handle Pouch 500g 15x1	£0.00
MARS Minis Handle Pouch 500g 15x1	£0.00
TWIX Minis Handle Pouch 500g 15x1	£0.00
M&M'S Crispy Pouch 340g 18x1	£0.00
SKITTLES Fruits pouch 10*400g	£0.00
SKITTLES Crazy Sours pouch 10*400g	£0.00
SKITTLES Wild Berry Pouch 10*400g	£0.00

NOT AVAILABLE

SNICKERS Minis Bag 333g 24x1	£0.00
BOUNTY Minis Bag 333g 24x1	£0.00
M&M'S Peanut Maxi Pouch 440g 18x1	£0.00
MALTESERS Standard Pouch 300g 14x1	£0.00
M&M'S Choco Maxi Pouch 440g 18x1	£0.00

WALLUNIT 1

AVAILABLE

MALTESERS Bucket 440g 12x1	£0.00
CELEBRATIONS Bottle 320g 12x1	£0.00
M&M'S Candy Tin 200g 10x1	£0.00
SKITTLES Tin 195g 10x1	£0.00
CELEBRATIONS Tin 165g 10x1	£0.00
MALTESERS Candy Tin 111g 10x1	£0.00
SNICKERS Minis Bag 333g 24x1	£0.00
BOUNTY Minis Bag 333g 24x1	£0.00
TWIX MINIS 24*333g ITR	£0.00
MARS Minis Bag 333g 24x1	£0.00

NOT AVAILABLE

SNICKERS Minis Handle Pouch 500g 15x1	£0.00
BOUNTY Minis Handle Pouch 500g 15x1	£0.00
MARS Minis Handle Pouch 500g 15x1	£0.00
TWIX Minis Handle Pouch 500g 15x1	£0.00
M&M'S Peanut Maxi Pouch 440g 18x1	£0.00
MALTESERS Standard Pouch 300g 14x1	£0.00
M&M'S Choco Maxi Pouch 440g 18x1	£0.00
M&M'S Crispy Pouch 340g 18x1	£0.00
SKITTLES Fruits pouch 10*400g	£0.00
SKITTLES Crazy Sours pouch 10*400g	£0.00
SKITTLES Wild Berry Pouch 10*400g	£0.00

WALLUNIT 2

AVAILABLE

MALTESERS Bucket 440g 12x1	£0.00
CELEBRATIONS Bottle 320g 12x1	£0.00
M&M'S Candy Tin 200g 10x1	£0.00
SKITTLES Tin 195g 10x1	£0.00
CELEBRATIONS Tin 165g 10x1	£0.00
MALTESERS Candy Tin 111g 10x1	£0.00
SNICKERS Minis Handle Pouch 500g 15x1	£0.00
BOUNTY Minis Handle Pouch 500g 15x1	£0.00
MARS Minis Handle Pouch 500g 15x1	£0.00
TWIX Minis Handle Pouch 500g 15x1	£0.00
M&M'S Peanut Maxi Pouch 440g 18x1	£0.00
SNICKERS Minis Bag 333g 24x1	£0.00
BOUNTY Minis Bag 333g 24x1	£0.00
TWIX MINIS 24*333g ITR	£0.00
MARS Minis Bag 333g 24x1	£0.00
M&M'S Crispy Pouch 340g 18x1	£0.00
SKITTLES Fruits pouch 10*400g	£0.00
MARS Minis Bag 333g 24x1	£0.00
MALTESERS Standard Pouch 300g 14x1	£0.00
M&M'S Choco Maxi Pouch 440g 18x1	£0.00

NOT AVAILABLE

SKITTLES Crazy Sours pouch 10*400g	£0.00
SKITTLES Wild Berry Pouch 10*400g	£0.00

WALLUNIT 4

AVAILABLE

MALTESERS Bucket 440g 12x1	£0.00
CELEBRATIONS Bottle 320g 12x1	£0.00
M&M'S Candy Tin 200g 10x1	£0.00
SKITTLES Tin 195g 10x1	£0.00
CELEBRATIONS Tin 165g 10x1	£0.00
MALTESERS Candy Tin 111g 10x1	£0.00
SNICKERS Minis Handle Pouch 500g 15x1	£0.00
BOUNTY Minis Handle Pouch 500g 15x1	£0.00
MARS Minis Handle Pouch 500g 15x1	£0.00
TWIX Minis Handle Pouch 500g 15x1	£0.00
M&M'S Peanut Maxi Pouch 440g 18x1	£0.00
SNICKERS Minis Bag 333g 24x1	£0.00
BOUNTY Minis Bag 333g 24x1	£0.00
TWIX MINIS 24*333g ITR	£0.00
M&M'S Crispy Pouch 340g 18x1	£0.00
SKITTLES Fruits pouch 10*400g	£0.00
MARS Minis Bag 333g 24x1	£0.00
MALTESERS Standard Pouch 300g 14x1	£0.00
M&M'S Choco Maxi Pouch 440g 18x1	£0.00

NOT AVAILABLE

SKITTLES Crazy Sours pouch 10*400g	£0.00
SKITTLES Wild Berry Pouch 10*400g	£0.00

TRANSACTION ZONE

AVAILABLE

EXTRA Spearmint 46p bottle 24x6	£0.00
EXTRA Peppermint 46p bottle 24x6	£0.00
EXTRA White Sweet Mint 46p bottle 24x6	£0.00
EXTRA White Sweet Mint 5-pk 24*70g	£0.00
EXTRA Spearmint 5-pk 24*70g	£0.00
M&M'S Peanut Pouch 250g 27x1	£0.00
MALTESERS Pouch 175g 20x1	£0.00

NOT AVAILABLE

M&M'S Choco Pouch 250g 27x1	£0.00
SNICKERS Single 50g 12x24	£0.00
TWIX Single 50g 10x25	£0.00

T1 Non Schengen Barcelona Shop 1, Aer. del Prat - Terminal T1 - andanes 10-11-12, 08820, Barcelona

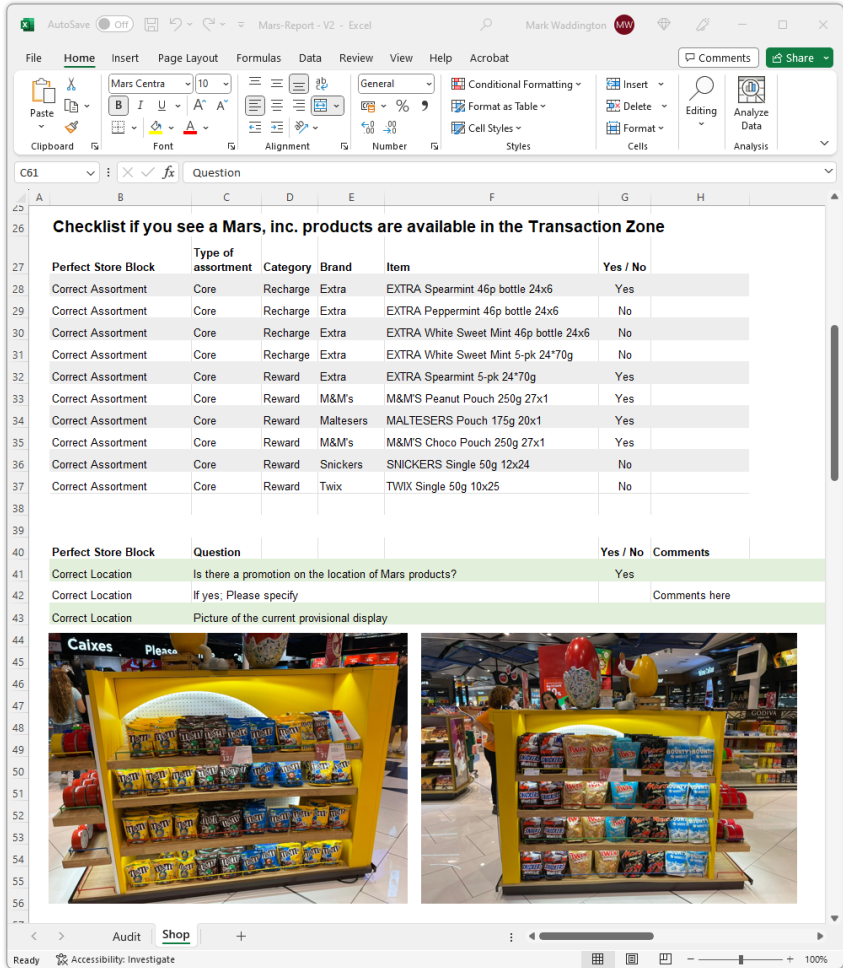
MARS

AVAILABLE

MALTESERS Bucket 440g 12x1
CELEBRATIONS Bottle 320g 12x1
M&M'S Candy Tin 200g 10x1
SKITTLES Tin 195g 10x1
CELEBRATIONS Tin 165g 10x1
MALTESERS Candy Tin 111g 10x1
SNICKERS Minis Bag 333g 24x1
BOUNTY Minis Bag 333g 24x1
TWIX MINIS 24*333g ITR
MARS Minis Bag 333g 24x1
SNICKERS Minis Handle Pouch 500g 15x1
BOUNTY Minis Handle Pouch 500g 15x1
MARS Minis Handle Pouch 500g 15x1
TWIX Minis Handle Pouch 500g 15x1

NOT AVAILABLE

M&M'S Peanut Maxi Pouch 440g 18x1
MALTESERS Standard Pouch 300g 14x1
M&M'S Choco Maxi Pouch 440g 18x1
M&M'S Crispy Pouch 340g 18x1
SKITTLES Fruits pouch 10*400g
SKITTLES Crazy Sours pouch 10*400g
SKITTLES Wild Berry Pouch 10*400g



Mars-Report - V2 - Excel

Mark Waddington

File Home Insert Page Layout Formulas Data Review View Help Acrobat

Comments Share

Paste Clipboard Mars Centra 10 Font Alignment General Number Conditional Formatting Format as Table Cell Styles Styles Insert Delete Format Cells Editing Analyze Data Analysis

C61 Question

Checklist if you see a Mars, inc. products are available in the Transaction Zone

Perfect Store Block	Type of assortment	Category	Brand	Item	Yes / No
Correct Assortment	Core	Recharge	Extra	EXTRA Spearmint 46p bottle 24x6	Yes
Correct Assortment	Core	Recharge	Extra	EXTRA Peppermint 46p bottle 24x6	No
Correct Assortment	Core	Recharge	Extra	EXTRA White Sweet Mint 46p bottle 24x6	No
Correct Assortment	Core	Recharge	Extra	EXTRA White Sweet Mint 5-pk 24*70g	No
Correct Assortment	Core	Reward	Extra	EXTRA Spearmint 5-pk 24*70g	Yes
Correct Assortment	Core	Reward	M&M's	M&M'S Peanut Pouch 250g 27x1	Yes
Correct Assortment	Core	Reward	Maltesers	MALTESERS Pouch 175g 20x1	Yes
Correct Assortment	Core	Reward	M&M's	M&M'S Choco Pouch 250g 27x1	Yes
Correct Assortment	Core	Reward	Snickers	SNICKERS Single 50g 12x24	No
Correct Assortment	Core	Reward	Twix	TWIX Single 50g 10x25	No

Perfect Store Block	Question	Yes / No	Comments
Correct Location	Is there a promotion on the location of Mars products?	Yes	
Correct Location	If yes; Please specify		Comments here
Correct Location	Picture of the current provisional display		

Audit Shop

Ready Accessibility: Investigate 100%

Case study

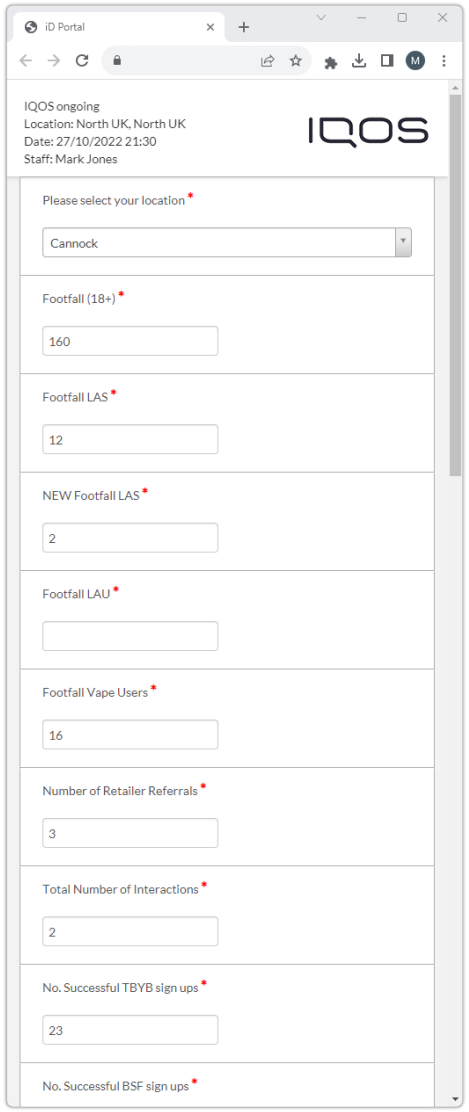
Retail marketing

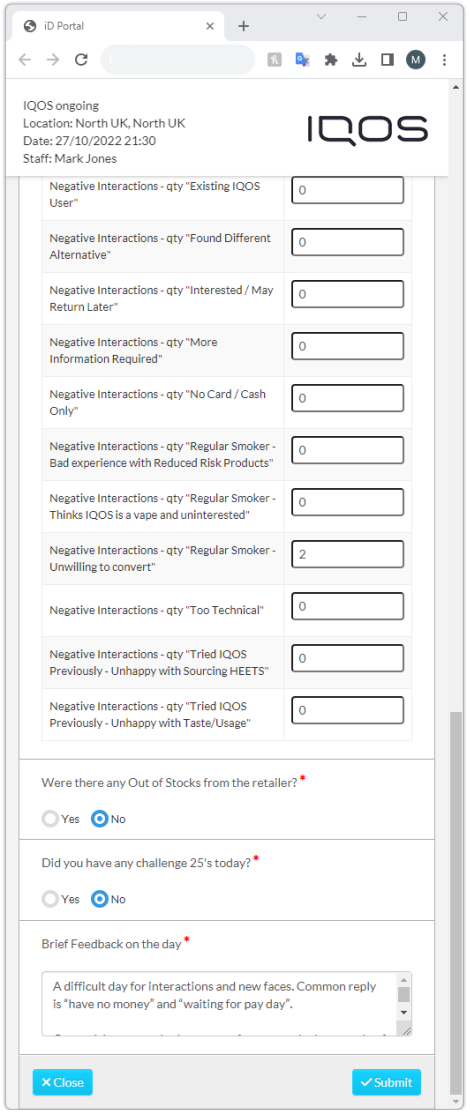
Survey

Reporting on interactions, out-of-stock, customer registrations and site activity relating to the merchandising of IQOS products across UK nationwide locations.

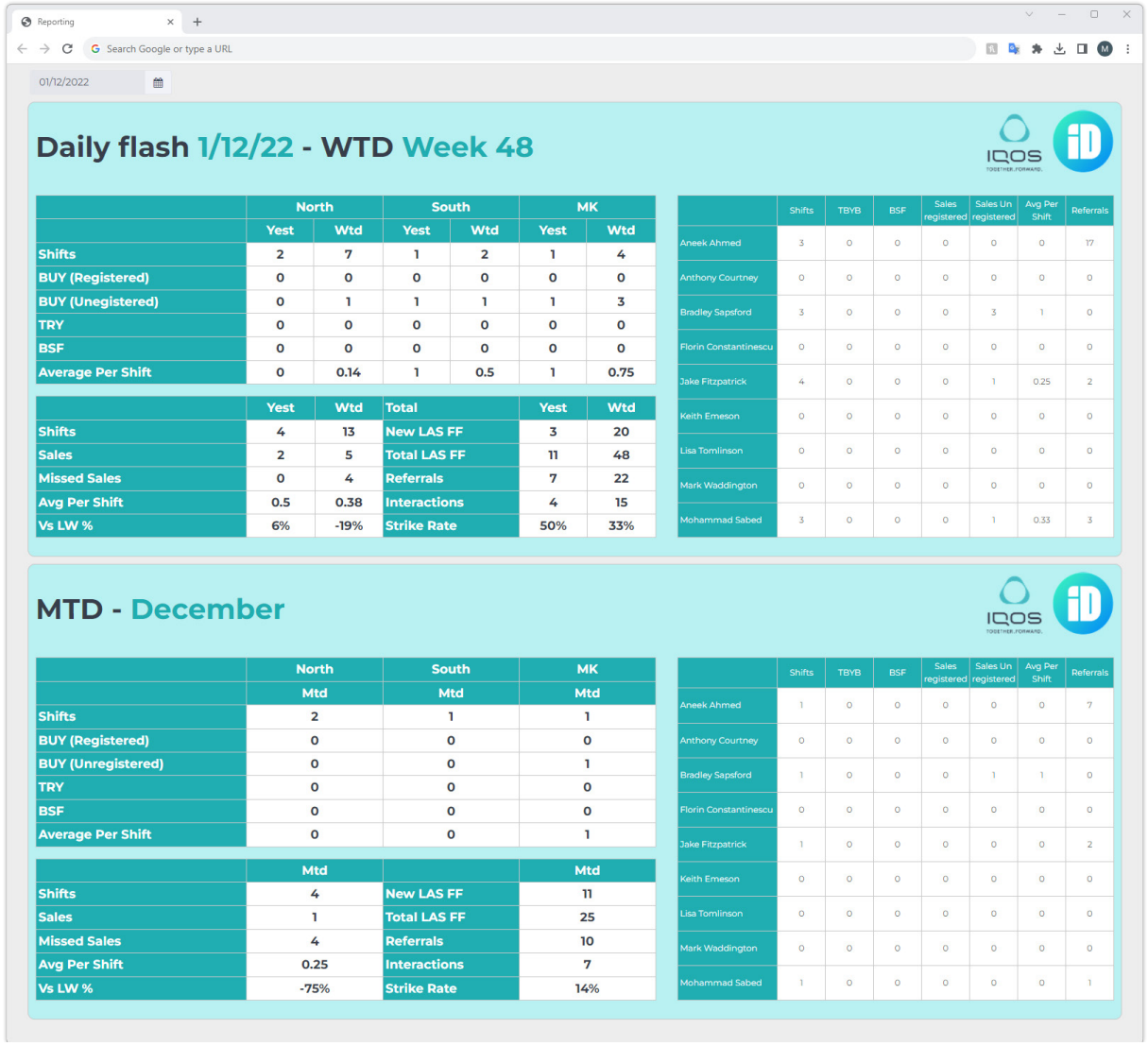
Results

- Summarised daily PDF flash report
- Consolidated monthly PDF report
- Branded custom design
- Specific data points
- Manual download
- Autonomous delivery





Results



	North		South		MK	
	Yest	Wtd	Yest	Wtd	Yest	Wtd
Shifts	2	7	1	2	1	4
BUY (Registered)	0	0	0	0	0	0
BUY (Unegistered)	0	1	1	1	1	3
TRY	0	0	0	0	0	0
BSF	0	0	0	0	0	0
Average Per Shift	0	0.14	1	0.5	1	0.75

	Yest	Wtd	Total	Yest	Wtd
Shifts	4	13	New LAS FF	3	20
Sales	2	5	Total LAS FF	11	48
Missed Sales	0	4	Referrals	7	22
Avg Per Shift	0.5	0.38	Interactions	4	15
Vs LW %	6%	-19%	Strike Rate	50%	33%

	Shifts	TBYB	BSF	Sales registered	Sales Un registered	Avg Per Shift	Referrals
Aneek Ahmed	3	0	0	0	0	0	17
Anthony Courtney	0	0	0	0	0	0	0
Bradley Sapsford	3	0	0	0	3	1	0
Florin Constantinescu	0	0	0	0	0	0	0
Jake Fitzpatrick	4	0	0	0	1	0.25	2
Keith Emeson	0	0	0	0	0	0	0
Lisa Tomlinson	0	0	0	0	0	0	0
Mark Waddington	0	0	0	0	0	0	0
Mohammad Sabed	3	0	0	0	1	0.33	3

	North	South	MK
	Mtd	Mtd	Mtd
Shifts	2	1	1
BUY (Registered)	0	0	0
BUY (Unregistered)	0	0	1
TRY	0	0	0
BSF	0	0	0
Average Per Shift	0	0	1

	Mtd		Mtd
Shifts	4	New LAS FF	11
Sales	1	Total LAS FF	25
Missed Sales	4	Referrals	10
Avg Per Shift	0.25	Interactions	7
Vs LW %	-75%	Strike Rate	14%

	Shifts	TBYB	BSF	Sales registered	Sales Un registered	Avg Per Shift	Referrals
Aneek Ahmed	1	0	0	0	0	0	7
Anthony Courtney	0	0	0	0	0	0	0
Bradley Sapsford	1	0	0	0	1	1	0
Florin Constantinescu	0	0	0	0	0	0	0
Jake Fitzpatrick	1	0	0	0	0	0	2
Keith Emeson	0	0	0	0	0	0	0
Lisa Tomlinson	0	0	0	0	0	0	0
Mark Waddington	0	0	0	0	0	0	0
Mohammad Sabed	1	0	0	0	0	0	1

Case study

KRULIVE BAT

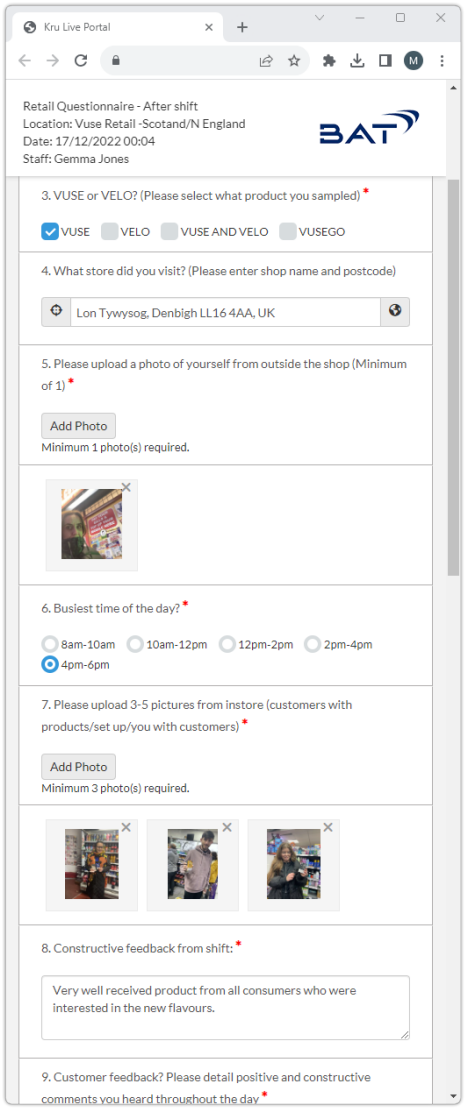
Promotional marketing / Sampling

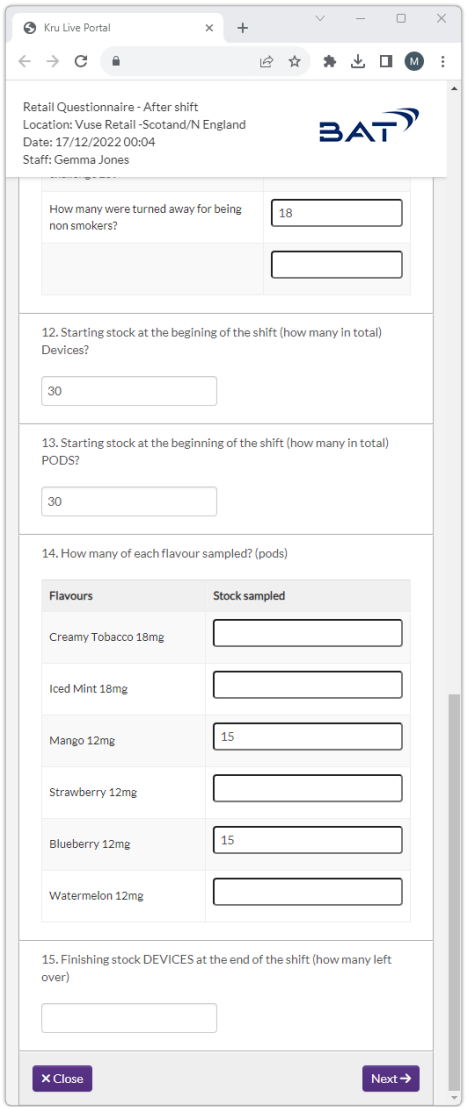
Survey

To measure feedback, awareness, site activity and tally samples of Vuse and Velo devices.

Results

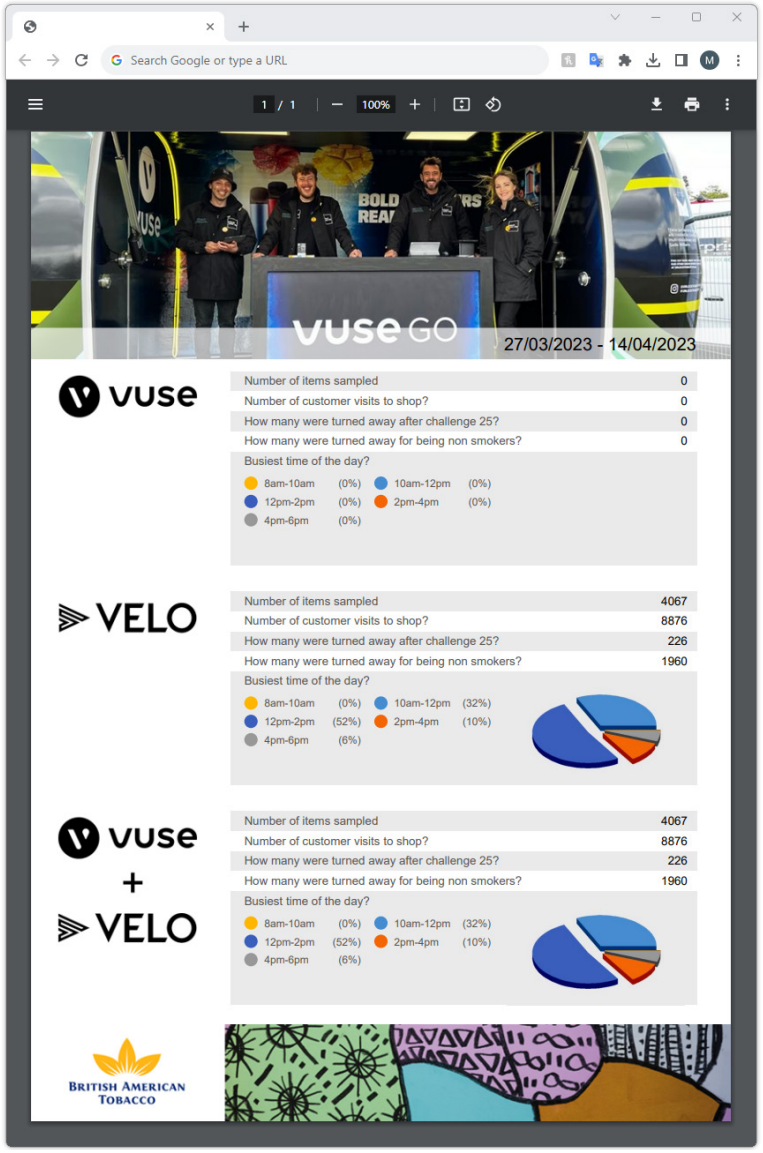
- Summarised PDF report
- Generic report cards
- Branded custom design
- Specific data points
- Manual download





Results

KRULIVE BAT



Case study

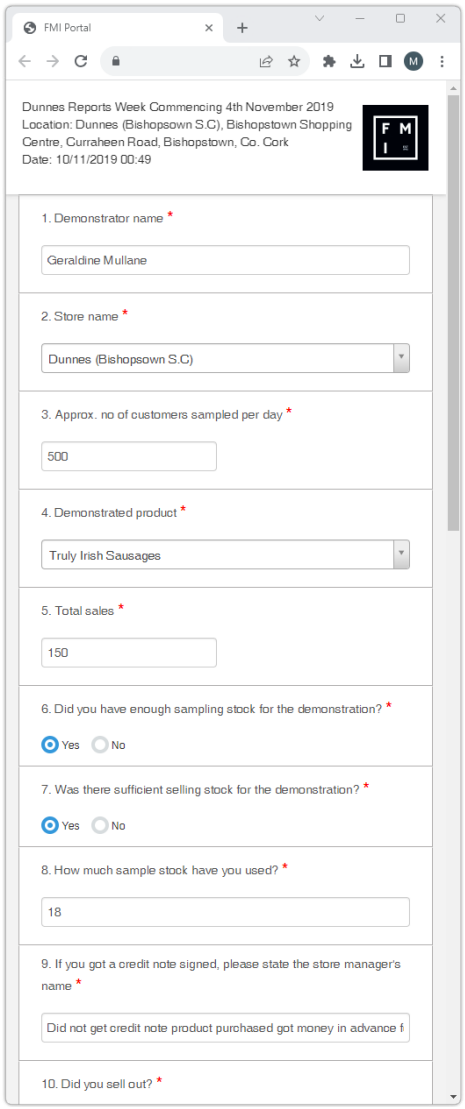
Retail marketing / Sampling

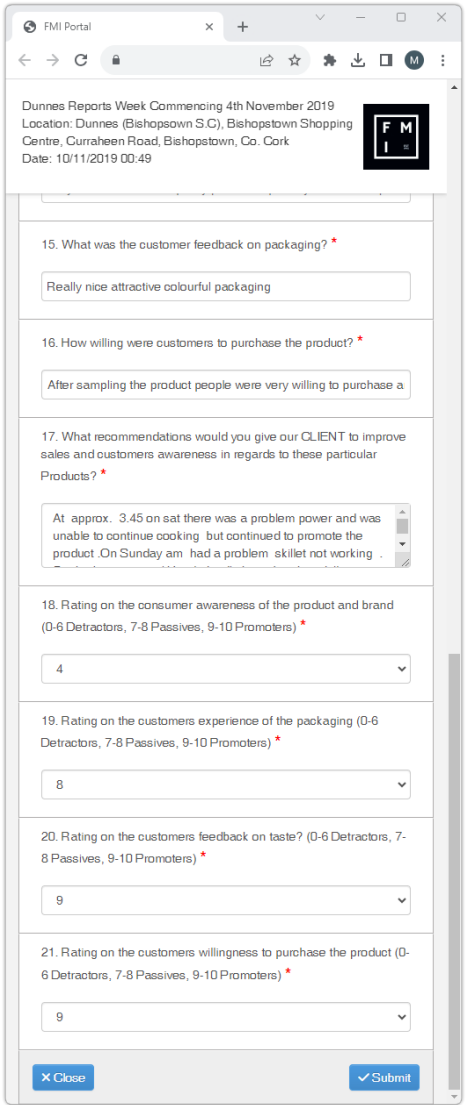
Survey

To measure feedback, awareness and tally samples of food products in Dunnes stores across Ireland.

Results

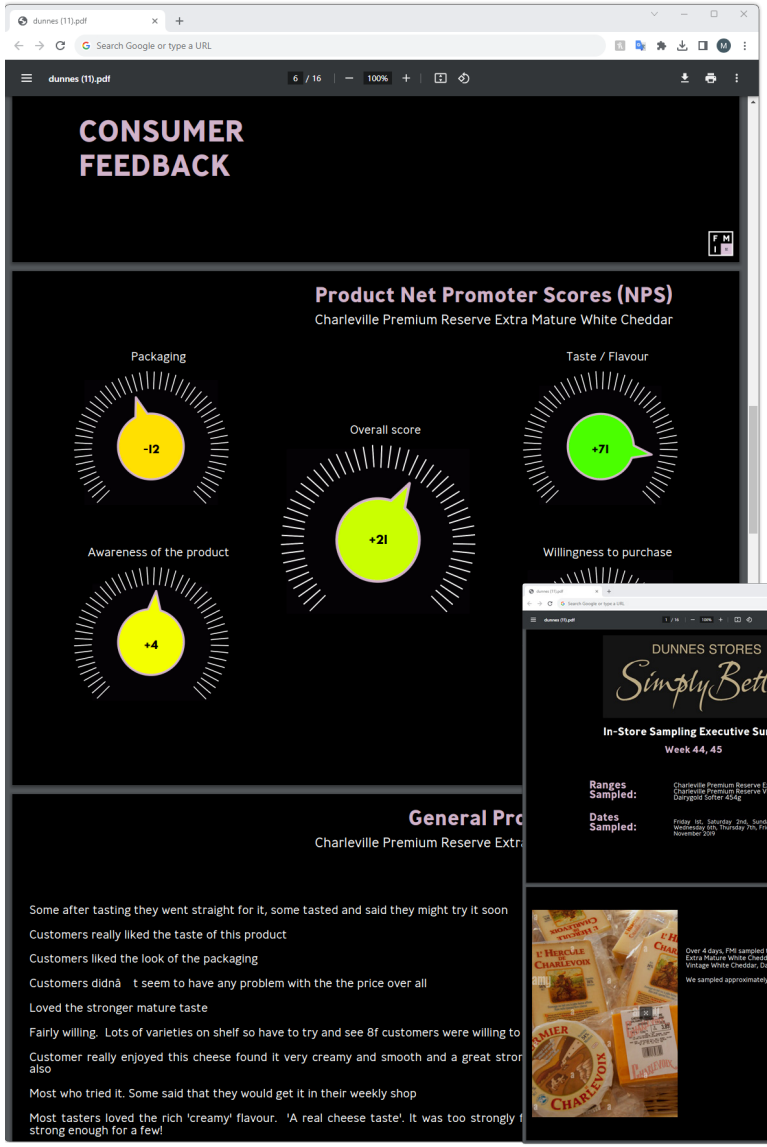
- Consolidated PDF report
- Branded custom design
- Specific data points
- Product Net Promoter Scores (NPS)
- Consumer comments
- Consumer photos
- Filter based download

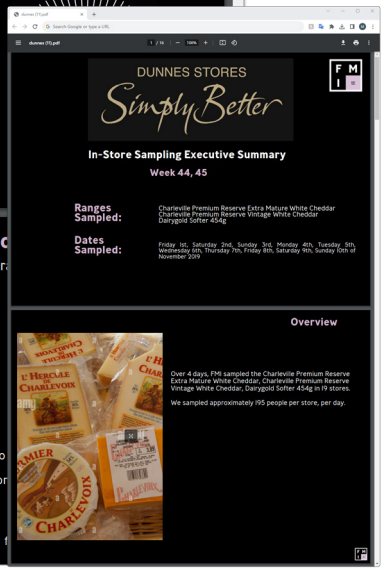


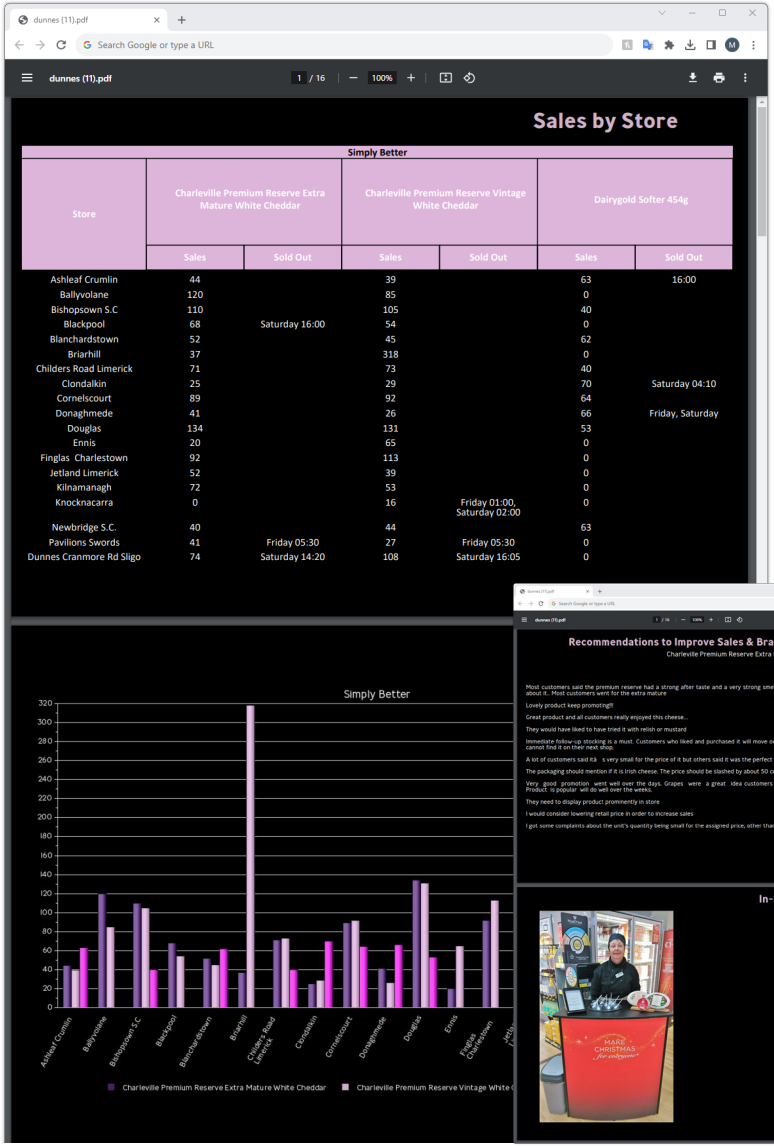


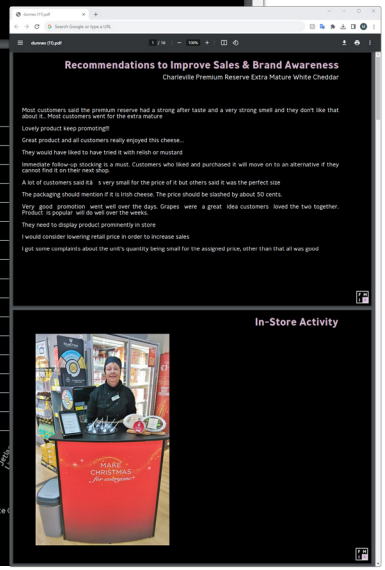
Results

DUNNES STORES

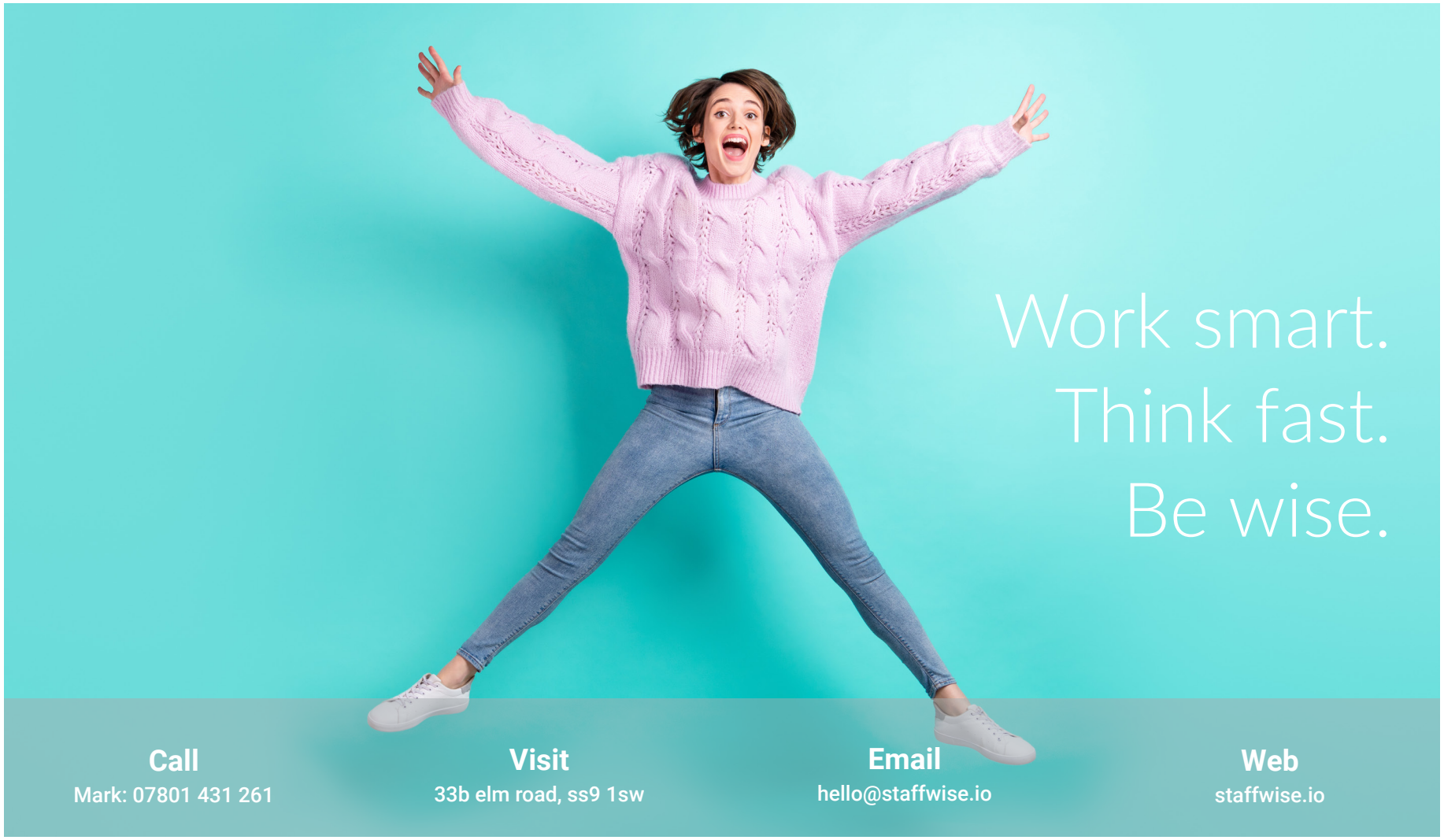








Thank You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