

Surveywise
in numbers

10K

SURVEYS
CREATED

3.5M+

SUBMISSIONS

50+

COUNTRIES

*Data - Aug 2023



Surveywise

powered by Staffwise

Trusted by



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



Key features

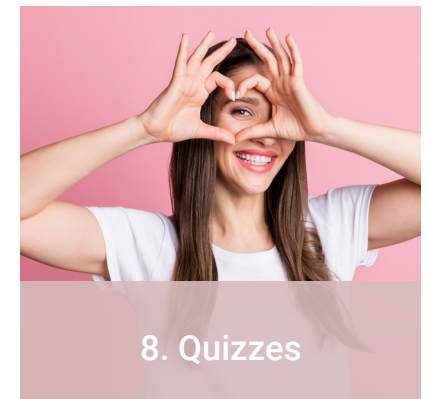
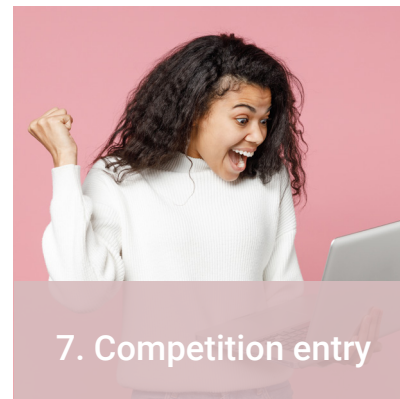
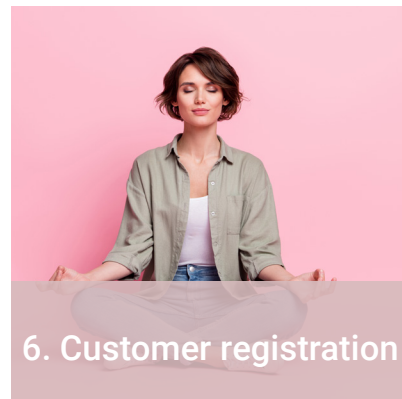
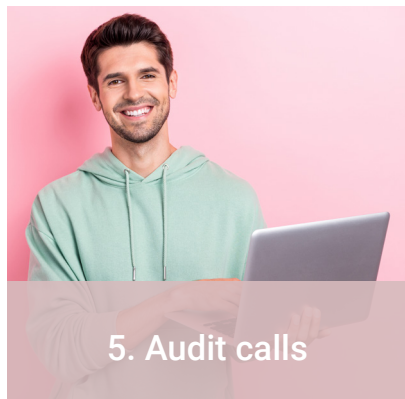
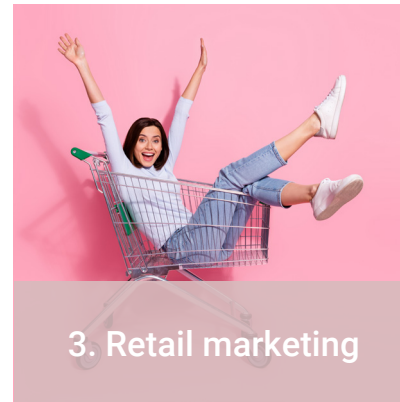
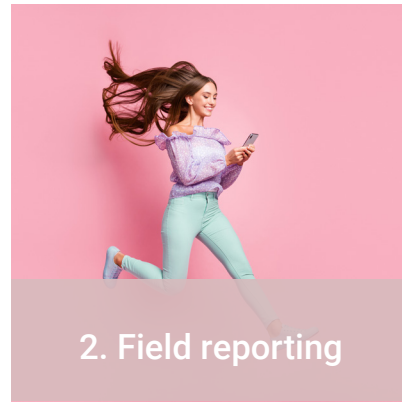
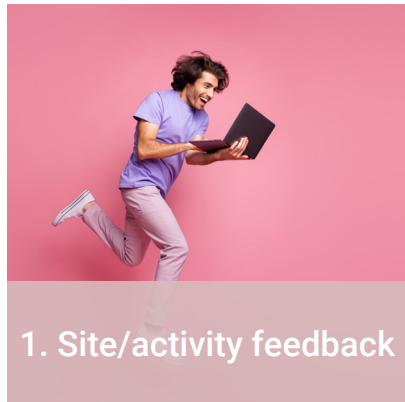
6 Key features for Brand Activity and Promotional Marketing:

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



Types of data collection



9. Employment/H&S forms



10. E-learning & development



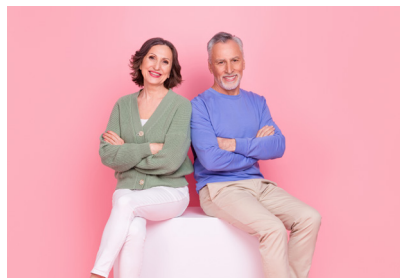
11. Brand awareness



12. Knowledge checker



13. Staff appraisals



14. Client feedback

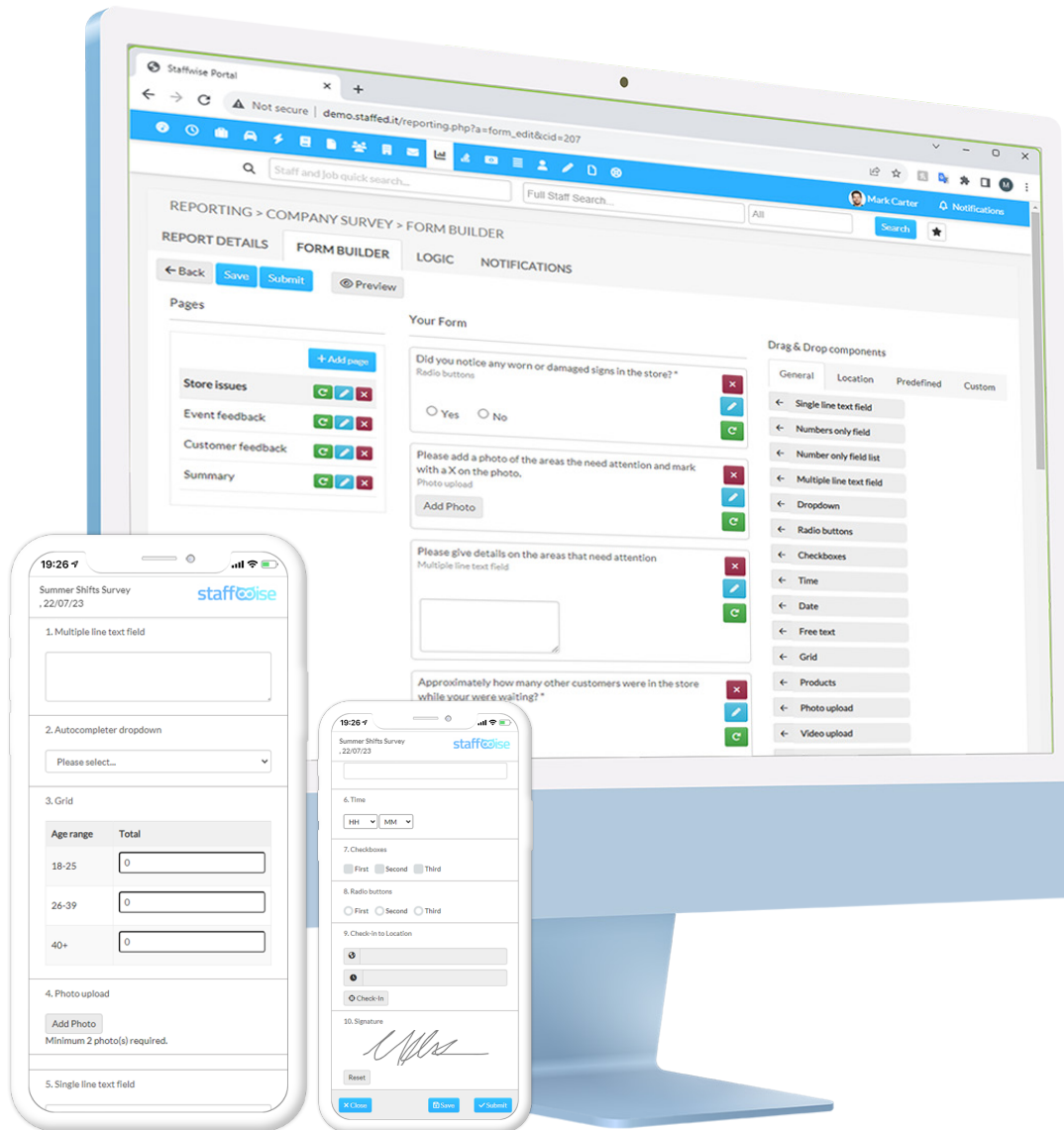


15. Petitions



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 as send 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

19:26

Summer Shifts Survey
22/07/23

staffcise

1. When you walked up to and through the store entrance, was it clean and well maintained? *

Yes No

2. Did you notice any worn or damaged signs in the store? *

Yes No

3. Did you notice any areas that need attention? *

Yes No

4. Please give details on the areas that need attention

5. Please add a photo of the areas the need attention and mark with a X on the photo.

Add Photo

6. Were the aisles clutter-free, with room for two or more carts to pass through? *

Yes No

7. When you entered the store, did an associate acknowledge you within 30 seconds? *

Yes No

8. Approximately how many other customers were in the store while your were waiting? *

45

9. Busiest time of the day *

9am-11am 11am-1pm 1pm-4pm

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.

19:26

Summer Shifts Survey
22/07/23

staffcise

2. Did you notice any worn or damaged signs in the store? *

Yes No

3. Did you notice any areas that need attention? *

Yes No

4. Please give details on the areas that need attention

Some items were not displayed correctly and looked a little messy

5. Please add a photo of the areas the need attention and mark with a X on the photo.

Add Photo

6. Were the aisles clutter-free, with room for two or more carts to pass through? *

Yes No

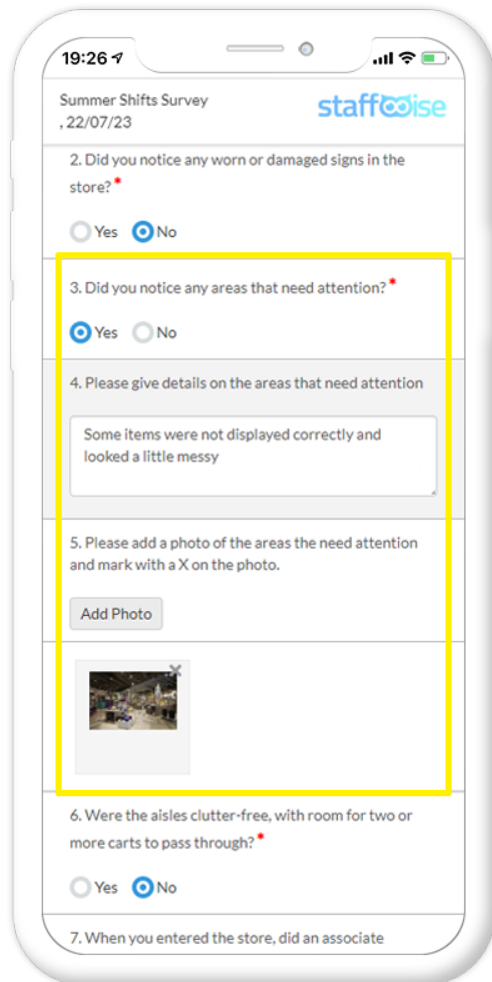
7. When you entered the store, did an associate

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

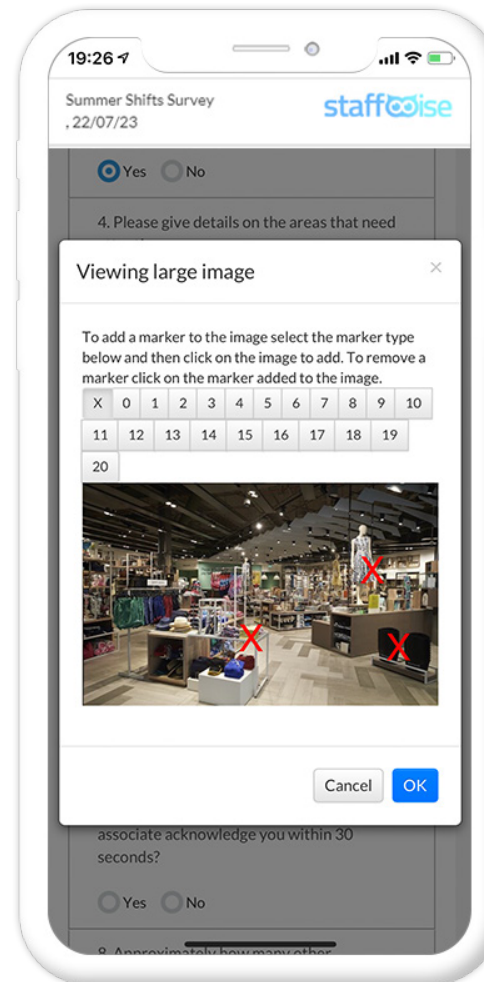


- Multiple choice questions can trigger instant automatic emails to the relevant departments and stake holders.
- All or part of the survey data can be included in the emails to enable a quick response to the issue.
- Up to 5 email addresses can be added per question that you want to send a notification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

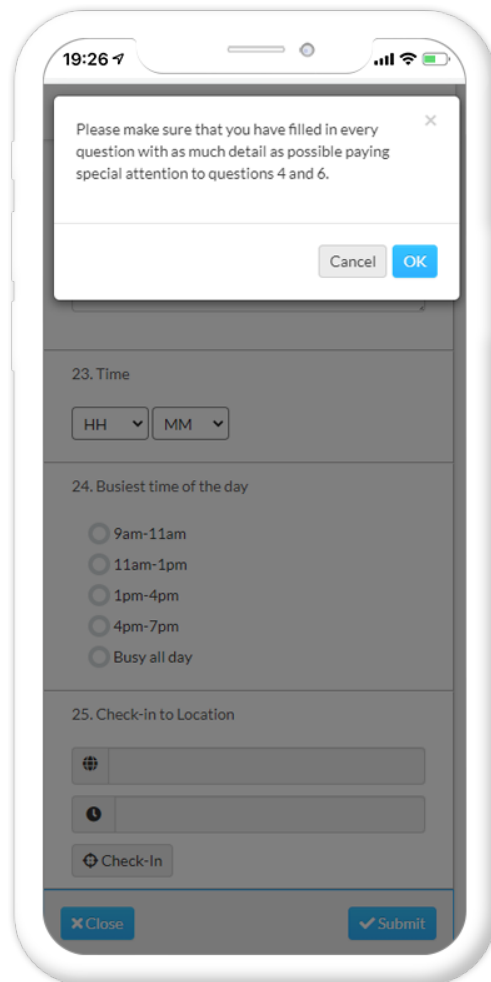
Image markers



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

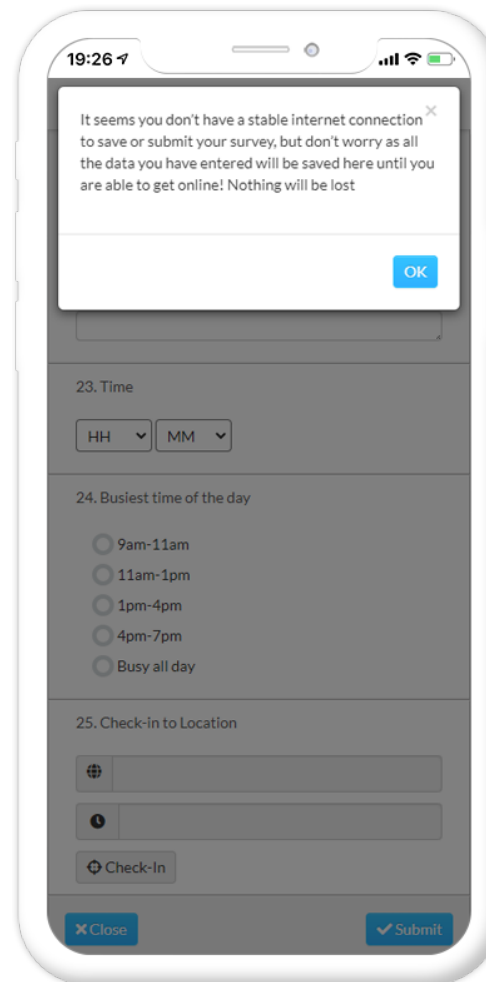
Survey features

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.

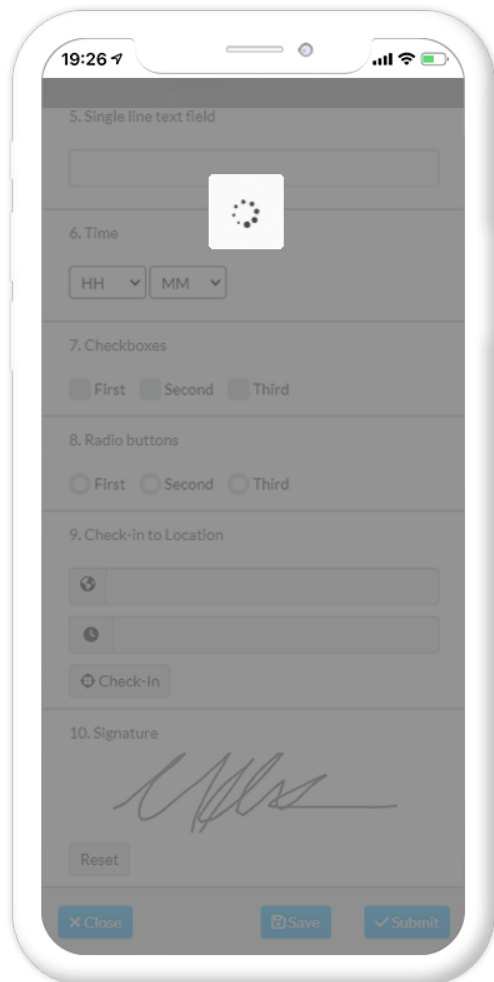
Working offline



- 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

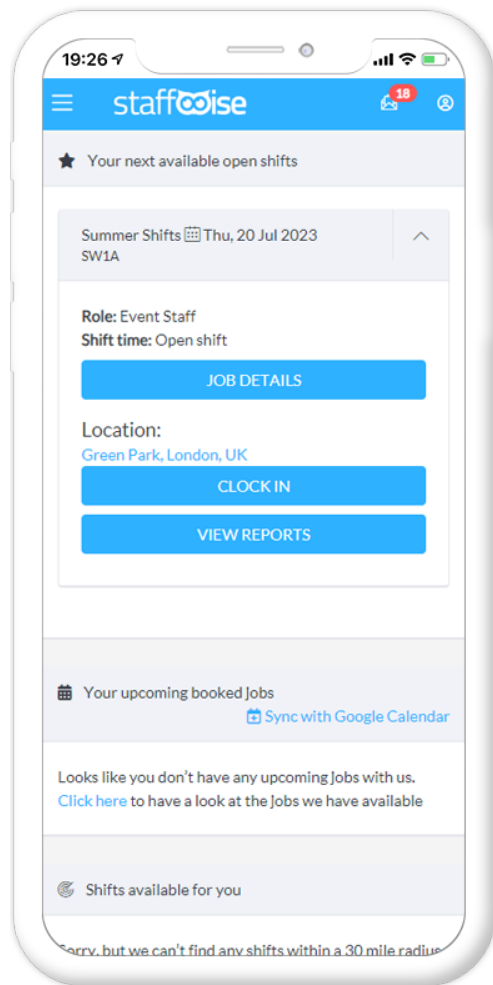


The image shows a smartphone screen displaying a survey form. The form is titled "5. Single line text field" and has a text input field. Below it is a "6. Time" section with "HH" and "MM" dropdown menus. The next section is "7. Checkboxes" with three options: "First", "Second", and "Third". This is followed by "8. Radio buttons" with three options: "First", "Second", and "Third". The "9. Check-in to Location" section includes a location dropdown, a time dropdown, and a "Check-In" button. The final section is "10. Signature" with a signature field containing a handwritten signature and a "Reset" button. At the bottom of the screen are three buttons: "Close", "Save", and "Submit". A white loading spinner is overlaid on the form, indicating that the data is being auto-saved.

- 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.

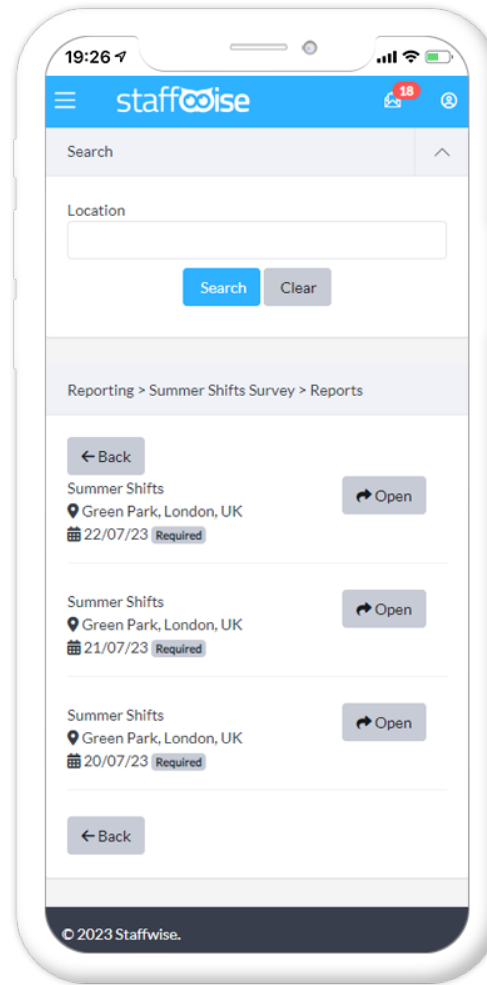


Staff journey



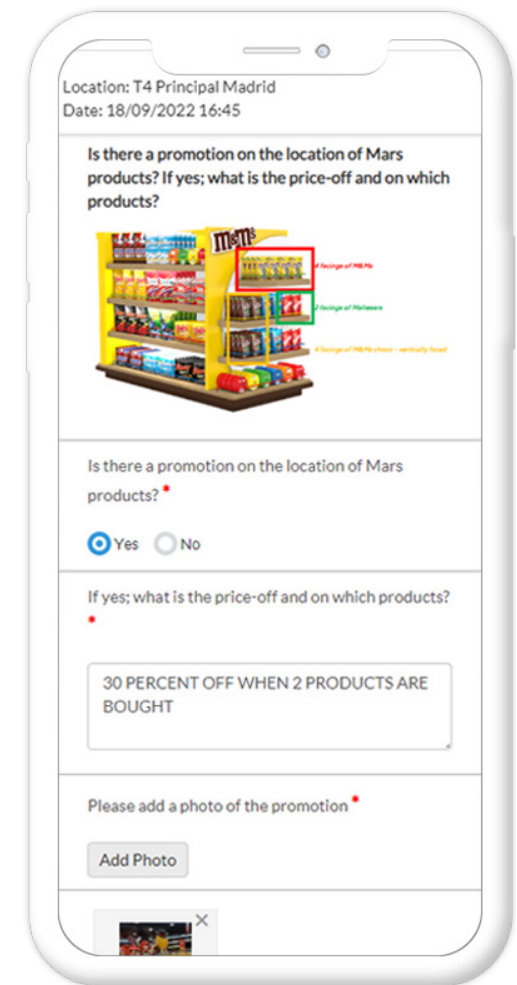
Staff dashboard

- Clock-in
- View reports



Survey list

- Open allocated surveys



Survey

- Fully responsive
- Easy to use

Staff journey

Location: T4 Principal Madrid
Date: 18/09/2022 16:45

M&M'S Crispy Pouch 340g 18x1 on display? *

Perfect Store Block	Correct Assortment
Type of assortment	Core
Category	Celebrate
Item #	18
Brand	M&M's

Yes No

M&M'S Crispy Pouch 340g 18x1 In-store price of item *

SKITTLES Fruits pouch 10*400g on display? *

Perfect Store Block	Correct Assortment
Type of assortment	Core
Category	Celebrate
Item #	19
Brand	Skittles

Yes No

If SKITTLES Fruits pouch 10*400g not on display, please give more details

■ Survey example

Location: T4 Principal Madrid
Date: 18/09/2022 16:45

Any additional comments? *

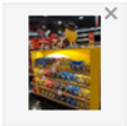

Perfect Store Block Correct Assortment

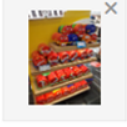
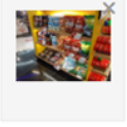
Add display pictures *

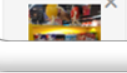
Perfect Store Block Correct Assortment

5 images:

- 1 with clear view of planogram (all products)
- 1 step back with whole display
- 1 from the left
- 1 from the right
- 1 from top to see store overview with the display



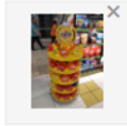
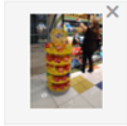
■ Survey example

Location: T4 Principal Madrid
Date: 18/09/2022 16:45

Add activation and/or promotion pictures *

Perfect Store Block Correct Activation

2 images of the activation and/or promotion space in-store (i.e. temporary furniture)

How many other Mars displays are there in store? *

None 1 2 3 4 5
 6 7 8 9

Is there a wall unit with Mars products in store? *

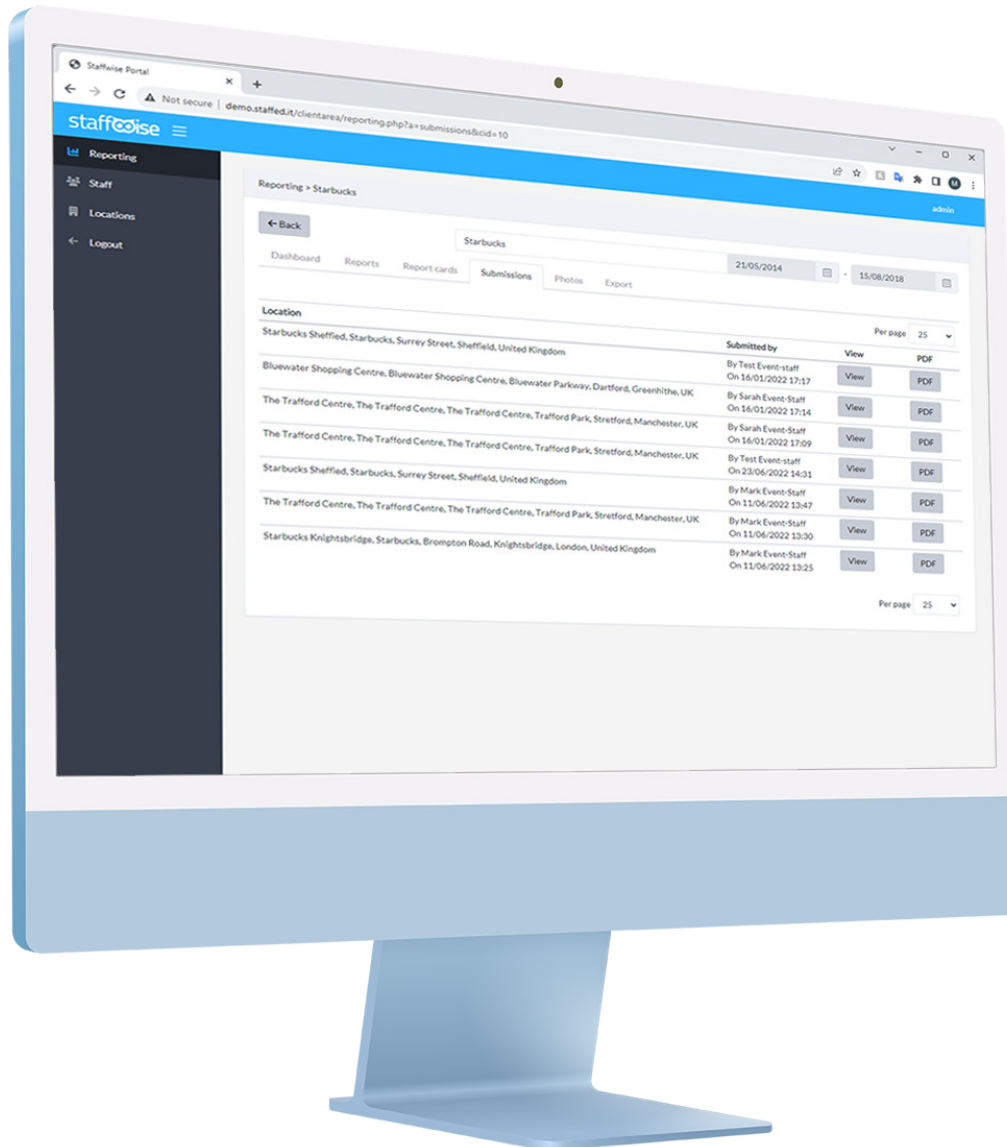
Yes No

Are there any Mars products in the transaction zone? *

Yes No

■ 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

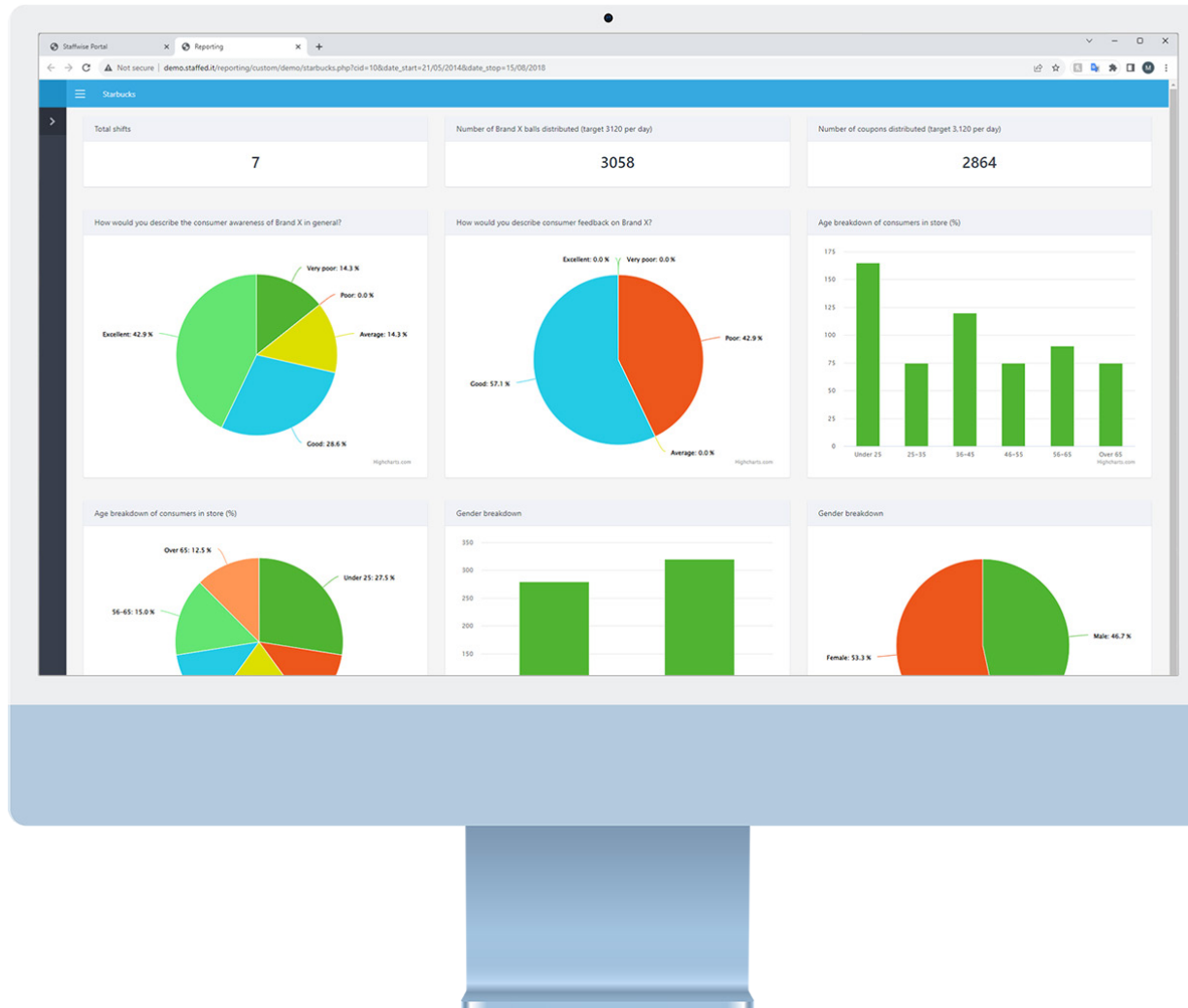
Job: Name, job code,

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.*

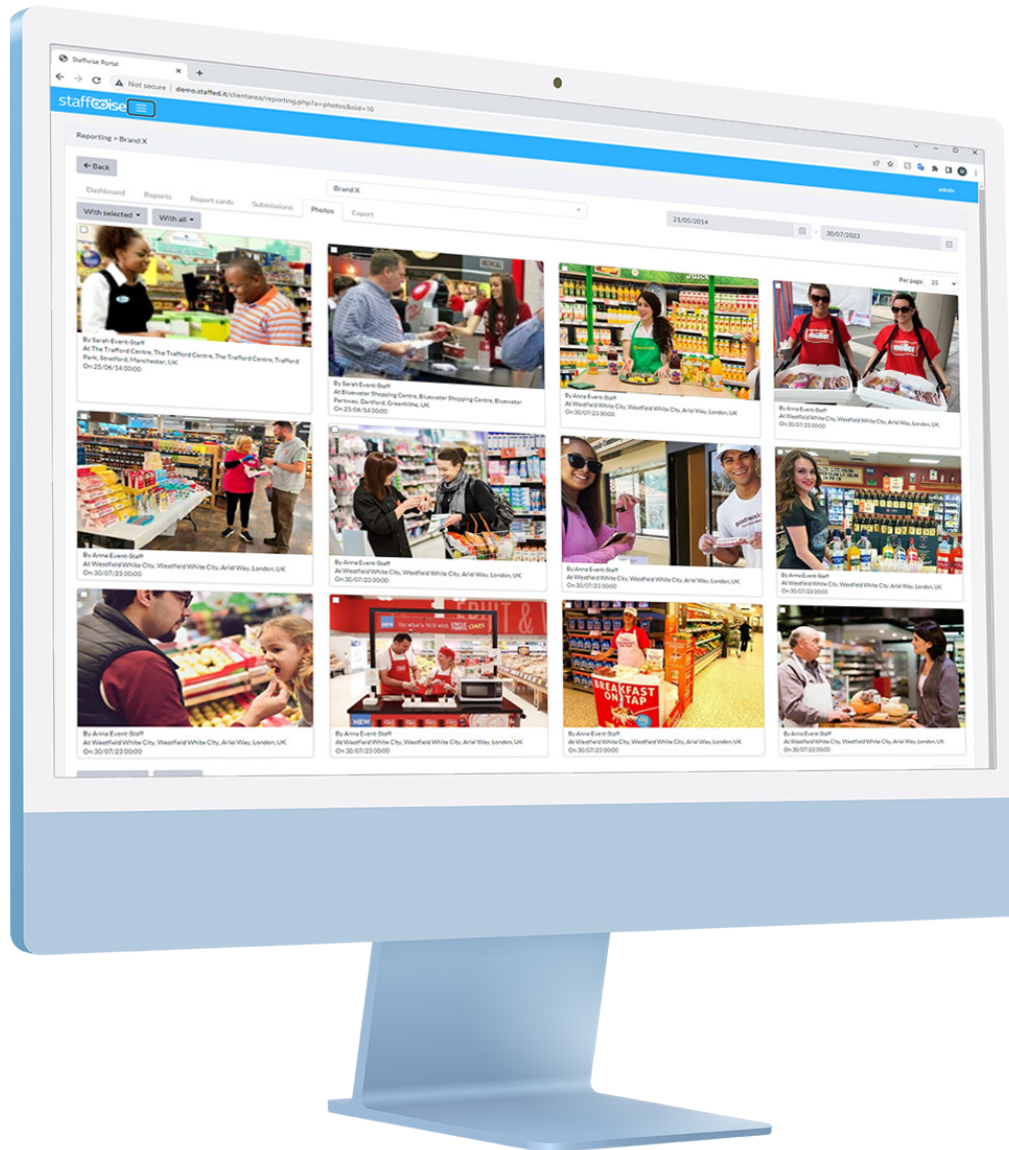
Branding

- 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.

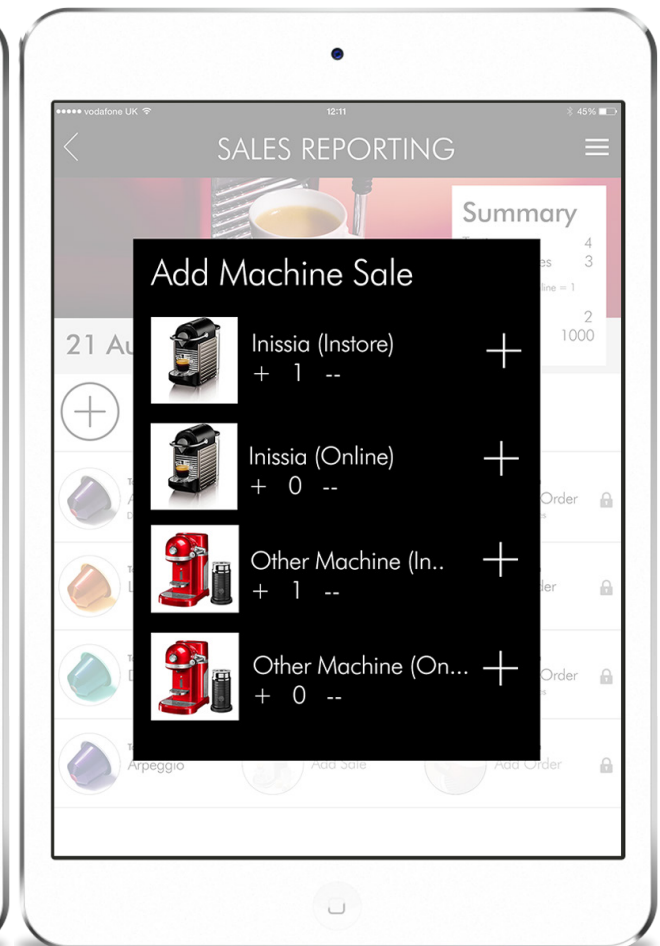
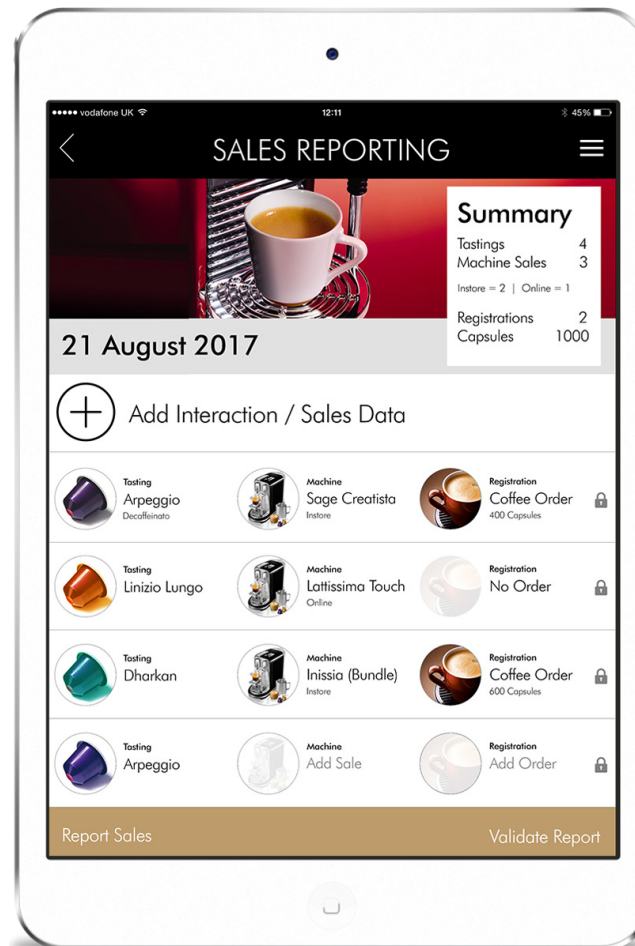


Case study

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



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



Theatre - No Dramas - Portal

Mars Audit
Location: Tenerife Sur Dufry, Santa Cruz de Tenerife, Spain

M&M'S Peanut Maxi Pouch 440g 18x1 on display? *

Perfect Store Block	Correct Assortment
Type of assortment	Core
Category	Connect
Item #	15
Brand	M&M's

Yes No

If M&M'S Peanut Maxi Pouch 440g 18x1 not on display, please give more details

N/A

MALTESERS Standard Pouch 300g 14x1 on display? *

Perfect Store Block	Correct Assortment
Type of assortment	Core
Category	Connect
Item #	16
Brand	Maltesers

Yes No

MALTESERS Standard Pouch 300g 14x1 In-store price of item *

8.5

M&M'S Choco Maxi Pouch 440g 18x1 on display? *

Perfect Store Block	Correct Assortment
Type of assortment	Core
Category	Celebrate
Item #	17
Brand	M&M's

Yes No

M&M'S Choco Maxi Pouch 440g 18x1 In-store price of item *

8.5

M&M'S Crispy Pouch 340g 18x1 on display? *

Perfect Store Block	Correct Assortment
---------------------	--------------------

Theatre - No Dramas - Portal

Mars Audit
Location: Tenerife Sur Dufry, Santa Cruz de Tenerife, Spain

Any additional comments? *

Perfect Store Block Correct Assortment

The display is clean and tidy, a few Mars products missing.

Add display pictures *

Perfect Store Block Correct Assortment

5 images:

- 1 with clear view of planogram (all products)
- 1 step back with whole display
- 1 from the left
- 1 from the right
- 1 from top to see store overview with the display

Add Photo

Is there a promotion on the location of Mars products? If yes; what is the price-off and on which products?

Is there a promotion on the location of Mars products? *

Yes No

If yes; what is the price-off and on which products? *

Results

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

DISPLAY 1	DISPLAY 2	DISPLAY 3
AVAILABLE	AVAILABLE	AVAILABLE
MALTESERS Bucket 440g 12x1	MALTESERS Bucket 440g 12x1	MALTESERS Bucket 440g 12x1
CELEBRATIONS Bottle 320g 12x1	CELEBRATIONS Bottle 320g 12x1	CELEBRATIONS Bottle 320g 12x1
M&M'S Candy Tin 200g 10x1	M&M'S Candy Tin 200g 10x1	M&M'S Candy Tin 200g 10x1
SKITTLES Tin 195g 10x1	SKITTLES Tin 195g 10x1	SKITTLES Tin 195g 10x1
CELEBRATIONS Tin 165g 10x1	CELEBRATIONS Tin 165g 10x1	CELEBRATIONS Tin 165g 10x1
MALTESERS Candy Tin 111g 10x1	MALTESERS Candy Tin 111g 10x1	MALTESERS Candy Tin 111g 10x1
SNICKERS Minis Bag 333g 24x1	SNICKERS Minis Bag 333g 24x1	SNICKERS Minis Bag 333g 24x1
BOUNTY Minis Bag 333g 24x1	BOUNTY Minis Bag 333g 24x1	BOUNTY Minis Bag 333g 24x1
TWIX Minis 24*333g ITR	TWIX Minis 24*333g ITR	TWIX Minis 24*333g ITR
M&M'S Minis Bag 333g 24x1	M&M'S Minis Bag 333g 24x1	M&M'S Minis Bag 333g 24x1
SNICKERS Minis Handle Pouch 500g 15x1	SNICKERS Minis Handle Pouch 500g 15x1	SNICKERS Minis Handle Pouch 500g 15x1
BOUNTY Minis Handle Pouch 500g 15x1	BOUNTY Minis Handle Pouch 500g 15x1	BOUNTY Minis Handle Pouch 500g 15x1
M&M'S Minis Handle Pouch 500g 15x1	M&M'S Minis Handle Pouch 500g 15x1	M&M'S Minis Handle Pouch 500g 15x1
NOT AVAILABLE	NOT AVAILABLE	NOT AVAILABLE
M&M'S Peanut Maxi Pouch 440g 18x1	M&M'S Peanut Maxi Pouch 440g 18x1	M&M'S Peanut Maxi Pouch 440g 18x1
MALTESERS Standard Pouch 300g 14x1	MALTESERS Standard Pouch 300g 14x1	MALTESERS Standard Pouch 300g 14x1
M&M'S Choco Maxi Pouch 440g 18x1	M&M'S Choco Maxi Pouch 440g 18x1	M&M'S Choco Maxi Pouch 440g 18x1
M&M'S Crispy Pouch 340g 18x1	M&M'S Crispy Pouch 340g 18x1	M&M'S Crispy Pouch 340g 18x1
SKITTLES Fruits pouch 10*400g	SKITTLES Fruits pouch 10*400g	SKITTLES Fruits pouch 10*400g
SKITTLES Crazy Sours pouch 10*400g	SKITTLES Crazy Sours pouch 10*400g	SKITTLES Crazy Sours pouch 10*400g
SKITTLES Wild Berry Pouch 10*400g	SKITTLES Wild Berry Pouch 10*400g	SKITTLES Wild Berry Pouch 10*400g

WALLUNIT 1	WALLUNIT 2
AVAILABLE	AVAILABLE
MALTESERS Bucket 440g 12x1	MALTESERS Bucket 440g 12x1
CELEBRATIONS Bottle 320g 12x1	CELEBRATIONS Bottle 320g 12x1
M&M'S Candy Tin 200g 10x1	M&M'S Candy Tin 200g 10x1
SKITTLES Tin 195g 10x1	SKITTLES Tin 195g 10x1
CELEBRATIONS Tin 165g 10x1	CELEBRATIONS Tin 165g 10x1
MALTESERS Candy Tin 111g 10x1	MALTESERS Candy Tin 111g 10x1
SNICKERS Minis Bag 333g 24x1	SNICKERS Minis Bag 333g 24x1
BOUNTY Minis Bag 333g 24x1	BOUNTY Minis Bag 333g 24x1
TWIX Minis 24*333g ITR	TWIX Minis 24*333g ITR
M&M'S Minis Bag 333g 24x1	M&M'S Minis Bag 333g 24x1
SNICKERS Minis Handle Pouch 500g 15x1	SNICKERS Minis Handle Pouch 500g 15x1
BOUNTY Minis Handle Pouch 500g 15x1	BOUNTY Minis Handle Pouch 500g 15x1
M&M'S Minis Handle Pouch 500g 15x1	M&M'S Minis Handle Pouch 500g 15x1
NOT AVAILABLE	NOT AVAILABLE
M&M'S Peanut Maxi Pouch 440g 18x1	M&M'S Peanut Maxi Pouch 440g 18x1
MALTESERS Standard Pouch 300g 14x1	MALTESERS Standard Pouch 300g 14x1
M&M'S Choco Maxi Pouch 440g 18x1	M&M'S Choco Maxi Pouch 440g 18x1
M&M'S Crispy Pouch 340g 18x1	M&M'S Crispy Pouch 340g 18x1
SKITTLES Fruits pouch 10*400g	SKITTLES Fruits pouch 10*400g
SKITTLES Crazy Sours pouch 10*400g	SKITTLES Crazy Sours pouch 10*400g
SKITTLES Wild Berry Pouch 10*400g	SKITTLES Wild Berry Pouch 10*400g



WALLUNIT 4	TRANSACTION ZONE
AVAILABLE	AVAILABLE
MALTESERS Bucket 440g 12x1	EXTRA Spearmint 46p bottle 24x6
CELEBRATIONS Bottle 320g 12x1	EXTRA Peppermint 46p bottle 24x6
M&M'S Candy Tin 200g 10x1	EXTRA White Sweet Mint 46p bottle 24x6
SKITTLES Tin 195g 10x1	EXTRA White Sweet Mint 5-pk 24*70g
CELEBRATIONS Tin 165g 10x1	EXTRA Spearmint 5-pk 24*70g
MALTESERS Candy Tin 111g 10x1	M&M'S Peanut Pouch 250g 27x1
SNICKERS Minis Bag 333g 24x1	MALTESERS Pouch 175g 20x1
BOUNTY Minis Bag 333g 24x1	NOT AVAILABLE
TWIX Minis 24*333g ITR	M&M'S Choco Pouch 250g 27x1
M&M'S Minis Bag 333g 24x1	SNICKERS Single 50g 12x24
SNICKERS Minis Handle Pouch 500g 15x1	TWIX Single 50g 10x25
BOUNTY Minis Handle Pouch 500g 15x1	
M&M'S 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

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		

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



iD Portal

IQOS ongoing
Location: North UK, North UK
Date: 27/10/2022 21:30
Staff: Mark Jones

IQOS

Please select your location *

Cannock

Footfall (18+) *

160

Footfall LAS *

12

NEW Footfall LAS *

2

Footfall LAU *

Footfall Vape Users *

16

Number of Retailer Referrals *

3

Total Number of Interactions *

2

No. Successful TBYB sign ups *

23

No. Successful BSF sign ups *

iD Portal

IQOS ongoing
Location: North UK, North UK
Date: 27/10/2022 21:30
Staff: Mark Jones

IQOS

Negative Interactions - qty "Existing IQOS User"	0
Negative Interactions - qty "Found Different Alternative"	0
Negative Interactions - qty "Interested / May Return Later"	0
Negative Interactions - qty "More Information Required"	0
Negative Interactions - qty "No Card / Cash Only"	0
Negative Interactions - qty "Regular Smoker - Bad experience with Reduced Risk Products"	0
Negative Interactions - qty "Regular Smoker - Thinks IQOS is a vape and uninterested"	0
Negative Interactions - qty "Regular Smoker - Unwilling to convert"	2
Negative Interactions - qty "Too Technical"	0
Negative Interactions - qty "Tried IQOS Previously - Unhappy with Sourcing HEETS"	0
Negative Interactions - qty "Tried IQOS Previously - Unhappy with Taste/Usage"	0

Were there any Out of Stocks from the retailer? *

Yes No

Did you have any challenge 25's today? *

Yes No

Brief Feedback on the day *

A difficult day for interactions and new faces. Common reply is "have no money" and "waiting for pay day".

Results



Reporting x +

Search Google or type a URL

01/12/2022

Daily flash 1/12/22 - WTD Week 48

	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 (Unregistered)	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
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 Weddington	0	0	0	0	0	0	0
Mohammad Sabed	3	0	0	0	1	0.33	3

MTD - December

	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	Total
	Shifts	4
Sales	1	Total LAS FF
Missed Sales	4	Referrals
Avg Per Shift	0.25	Interactions
Vs LW %	-75%	Strike Rate

	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 Weddington	0	0	0	0	0	0	0
Mohammad Sabed	1	0	0	0	0	0	1

Case study

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



Kru Live Portal

Retail Questionnaire - After shift
Location: Vuse Retail -Scotland/N England
Date: 17/12/2022 00:04
Staff: Gemma Jones

BAT

3. VUSE or VELO? (Please select what product you sampled) *


VUSE VELO VUSE AND VELO VUSEGO

4. What store did you visit? (Please enter shop name and postcode)

Lon Tywysog, Denbigh LL16 4AA, UK

5. Please upload a photo of yourself from outside the shop (Minimum of 1) *

Add Photo
Minimum 1 photo(s) required.






6. Busiest time of the day? *

8am-10am 10am-12pm 12pm-2pm 2pm-4pm
 4pm-6pm

7. Please upload 3-5 pictures from instore (customers with products/set up/you with customers) *

Add Photo
Minimum 3 photo(s) required.



8. Constructive feedback from shift: *

Very well received product from all consumers who were interested in the new flavours.

9. Customer feedback? Please detail positive and constructive comments you heard throughout the day. *

Kru Live Portal

Retail Questionnaire - After shift
Location: Vuse Retail -Scotland/N England
Date: 17/12/2022 00:04
Staff: Gemma Jones

BAT

How many were turned away for being non smokers? 18

12. Starting stock at the beginning of the shift (how many in total) Devices?
30

13. Starting stock at the beginning of the shift (how many in total) PODS?
30

14. How many of each flavour sampled? (pods)

Flavours	Stock sampled
Creamy Tobacco 18mg	
Iced Mint 18mg	
Mango 12mg	15
Strawberry 12mg	
Blueberry 12mg	15
Watermelon 12mg	

15. Finishing stock DEVICES at the end of the shift (how many left over)

30

Close Next

Results

Retail Overview.pdf

Search Google or type a URL

1 / 213

KRULIVE **BAT**

Date of visit
2023-04-14

Please select what product you sampled
VUSE

Busiest time of the day?
2pm-4pm

Constructive feedback from shift:
This shop had steady footfall and the customers were very happy to receive a free vuse sample. Shop owner was happy to have me in too and helpex with everything that needed, the shift went very smoothly.

Customer feedback? Please detail positive and constructive comments you heard throughout the day
"I didnt expect to get a free sample i appreciate this, i am a smoker and i wanted to start vaping but i dont like the idea of the disposable ones. Thank you"

Any relevant competitor information? "e.g product placement/samples/brand presence instore?"

Starting stock at the begining of the shift (how many in total) Devices?
40



KRULIVE **BAT**

Date of visit
2023-04-14

Please select what product you sampled
VUSE

Busiest time of the day?
12pm-2pm

Constructive feedback from shift:
Store location on a busy road leading to busier part of town

Lots of local businesses nearby and a car park so a lot of passing trade and regulars

Mainly older customers most who smoked but some vapers

Store very supportive in creating a good atmosphere

Mostly chatty customers but some standoffish and in a rush or reluctant to engage

Customer said it was a nice thing to do in newsagents as they have never seen many activities in a shop



KRULIVE **BAT**

Date of visit
2023-04-13

Please select what product you sampled
VUSE

Busiest time of the day?
12pm-2pm

Constructive feedback from shift:
Medium size store located in a mainly residential area and been there a long time so lots of regulars.

Mainly older demographic and lots of smokers and vapers, constant level of trade and sometimes very busy

Most customers vaped and very happy at the activity. Owner happy for customers to get a Vuse

Supportive owner and very chatty regular customers and passing trade

Customer feedback? Please detail positive and constructive comments you heard throughout the day
1. I'm so glad I came to this shop today 2. I never get anything free, this will save a few pounds 3. I'm a big fan of your berry flavours and glad getting a blueberry ice today



Search Google or type a URL

1 / 1 | 100%

VUSE GO 27/03/2023 - 14/04/2023

VUSE

Number of items sampled	0
Number of customer visits to shop?	0
How many were turned away after challenge 25?	0
How many were turned away for being non smokers?	0

Busiest time of the day?


8am-10am (0%)	10am-12pm (0%)
12pm-2pm (0%)	2pm-4pm (0%)
4pm-6pm (0%)	

VELO

Number of items sampled	4067
Number of customer visits to shop?	8876
How many were turned away after challenge 25?	226
How many were turned away for being non smokers?	1960

Busiest time of the day?

8am-10am (0%)	10am-12pm (32%)
12pm-2pm (52%)	2pm-4pm (10%)
4pm-6pm (6%)	




VUSE + VELO


Number of items sampled	4067
Number of customer visits to shop?	8876
How many were turned away after challenge 25?	226
How many were turned away for being non smokers?	1960

Busiest time of the day?

8am-10am (0%)	10am-12pm (32%)
12pm-2pm (52%)	2pm-4pm (10%)
4pm-6pm (6%)	



BRITISH AMERICAN TOBACCO



Case study

Retail marketing / Sampling



DUNNES
STORES

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

FMI Portal

Dunnes Reports Week Commencing 4th November 2019
Location: Dunnes (Bishopdown S.C), Bishopdown Shopping Centre, Curraheen Road, Bishopdown, Co. Cork
Date: 10/11/2019 00:49

1. Demonstrator name *
Geraldine Mullane

2. Store name *
Dunnes (Bishopdown S.C)

3. Approx. no of customers sampled per day *
500

4. Demonstrated product *
Truly Irish Sausages

5. Total sales *
150

6. Did you have enough sampling stock for the demonstration? *
 Yes No

7. Was there sufficient selling stock for the demonstration? *
 Yes No

8. How much sample stock have you used? *
18

9. If you got a credit note signed, please state the store manager's name *
Did not get credit note product purchased got money in advance f

10. Did you sell out? *

FMI Portal

Dunnes Reports Week Commencing 4th November 2019
Location: Dunnes (Bishopdown S.C), Bishopdown Shopping Centre, Curraheen Road, Bishopdown, Co. Cork
Date: 10/11/2019 00:49

15. What was the customer feedback on packaging? *
Really nice attractive colourful packaging

16. How willing were customers to purchase the product? *
After sampling the product people were very willing to purchase a

17. What recommendations would you give our CLIENT to improve sales and customers awareness in regards to these particular Products? *
At approx. 3.45 on sat there was a problem power and was unable to continue cooking but continued to promote the product. On Sunday am had a problem skillet not working .

18. Rating on the consumer awareness of the product and brand (0-6 Detractors, 7-8 Passives, 9-10 Promoters) *
4

19. Rating on the customers experience of the packaging (0-6 Detractors, 7-8 Passives, 9-10 Promoters) *
8

20. Rating on the customers feedback on taste? (0-6 Detractors, 7-8 Passives, 9-10 Promoters) *
9

21. Rating on the customers willingness to purchase the product (0-6 Detractors, 7-8 Passives, 9-10 Promoters) *
9

Results



DUNNES STORES

CONSUMER FEEDBACK

Product Net Promoter Scores (NPS)

Charleville Premium Reserve Extra Mature White Cheddar

Category	Score
Packaging	-12
Awareness of the product	+4
Overall score	+21
Taste / Flavour	+71
Willingness to purchase	+71

General Product Feedback

Charleville Premium Reserve Extra Mature White Cheddar

- Some after tasting they went straight for it, some tasted and said they might try it soon
- Customers really liked the taste of this product
- Customers liked the look of the packaging
- Customers didn't seem to have any problem with the price over all
- Loved the stronger mature taste
- Fairly willing. Lots of varieties on shelf so have to try and see if customers were willing to
- Customer really enjoyed this cheese found it very creamy and smooth and a great strong also
- Most who tried it. Some said that they would get it in their weekly shop
- Most tasters loved the rich 'creamy' flavour. 'A real cheese taste'. It was too strongly for some for a few!

DUNNES STORES Simply Better

In-Store Sampling Executive Summary

Week 44, 45

Ranges Sampled: Charleville Premium Reserve Extra Mature White Cheddar, Charleville Premium Reserve Vintage White Cheddar, Dairygold Softer 454g

Dates Sampled: Friday 10th, Saturday 24th, Sunday 31st, Monday 4th, Tuesday 5th, Wednesday 6th, Thursday 7th, Friday 8th, Saturday 9th, Sunday 10th of November 2024

Overview

Over 4 days, FM sampled the Charleville Premium Reserve Extra Mature White Cheddar, Charleville Premium Reserve Vintage White Cheddar, Dairygold Softer 454g in 19 stores. We sampled approximately 95 people per store, per day.

Sales by Store

Store	Charleville Premium Reserve Extra Mature White Cheddar		Charleville Premium Reserve Vintage White Cheddar		Dairygold Softer 454g	
	Sales	Sold Out	Sales	Sold Out	Sales	Sold Out
Ashleaf Crumlin	44		39		63	16:00
Ballyholane	120		85		0	
Bishopscown S.C	110		105		40	
Blackpool	68	Saturday 16:00	54		0	
Blanchardstown	52		45		62	
Briarhill	37		318		0	
Childers Road Limerick	71		73		40	
Clondalkin	25		29		70	Saturday 04:10
Cornelscourt	89		92		64	
Donaghmede	41		26		66	Friday, Saturday
Douglas	134		131		53	
Ennis	20		65		0	
Finglas Charlestown	92		113		0	
Jetland Limerick	52		39		0	
Kilmanagh	72		53		0	
Knocknacarra	0		16		0	Friday 01:00, Saturday 02:00
Newbridge S.C.	40		44		63	
Pavilions Swords	41	Friday 05:30	27		0	Friday 05:30
Dunnes Cranmore Rd Sligo	74	Saturday 14:20	108		0	Saturday 16:05

Recommendations to Improve Sales & Brand Awareness

Charleville Premium Reserve Extra Mature White Cheddar

Most customers said the premium reserve had a strong after taste and a very strong smell and they don't like that about it. Most customers were for the extra mature

Lovely product keep promoting!

Great product and all customers really enjoyed this cheese...

They would have liked to have tried it with milk or mustard

Immediate follow up checking is a must. Customers who liked and purchased it will move on to an alternative if they cannot find it on their next shop.

A lot of customers said it's a very good for the price of it but others said it was the perfect one

The packaging should mention if it is Irish cheese. The price should be stamped by about 50 cents.

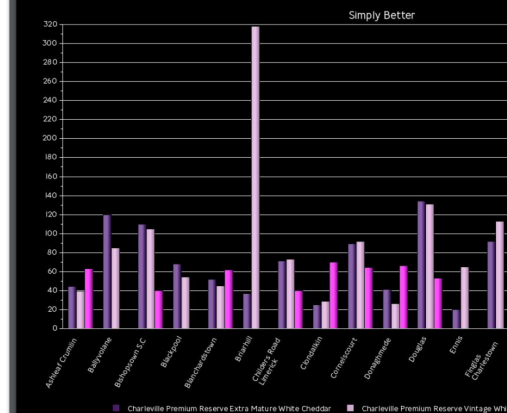
Very good promotion, well well over the days. Grapes were a great idea customers loved the two together. Product is popular and will sell well the week.

They need to display product prominently in store

I would consider lowering retail price in order to increase sales

I got some complaints about the pun's quantity being small for the assigned price, other than that all was good

In-Store Activity



Thank You



Work smart.
Think fast.
Be wise.

Call

Mark: 07801 431 261

Visit

33b elm road, ss9 1sw

Email

hello@staffwise.io

Web

staffwise.io