

Video Validation

Using

Mystery Customer Research

Michael Bare - President

President - Video Eyes

www.videoeyes.net

Jen Millard

Senior Partner – McMillan Doolittle



Video supports Market Research

- Video is Definitive
- Video Verifies
- Validates Consumer Experiences

Market Research is

The process of gathering, analyzing and interpreting information about a product or service.

3 Types

- Exploratory Research
- Exclusive Research
- Performance Monitoring

Mystery Customer Research is?

Practice of using “certified” customers to anonymously visit & objectively document

- Service & Sales
- Operations
- Employee Knowledge
- Competition
- Staff Success & Opportunity

Video is a Motivational Tool



- Employees want to be valued
- Create “Buy-In”
- Self-Assessment
- Strengthen your team

Retail Has Changed

THE CONSUMER:

- Shoppers have more control over where, when and how products and services are purchased
- Proliferation of retail channels
- Decreased product differentiation
“sameness”-everything is a commodity
- Increasing Globalization
- Increasing customer choice
- Customer Time compression
- A once relatively homogeneous middle class has segmented into individuals who prioritize self-expression over conformity



Retail Has Changed

THE CONSUMER:

- Fragmented media markets
- New technologies
- Income polarization
- Concentration of wealth
- Proliferation of retail channels
- Personalization trends
- Niche micro-marketing
- Broad-reach print and broadcast advertising are failing to connect as they once did.



Challenges



- Shoppers want price and service
- Generational and gender differences

Wallet Share

- Technology spending rules over food and apparel
- New necessities
Health - Housing
Transportation



From Products to Experiences

Companies & Retailers sell things



Consumers buy experiences, feelings, ideas



Retailers Move To Experience-Based Model

Commodity Branded Goods Service Experience

Neiman Marcus



INCIRCLE REWARDS



Armani



Jaguar



Experiences Are Elevated...

EVERYTHING MATTERS: BUT CONSUMERS MATTER MOST

- Experiences matter more than ever
- As consumers age and *needs* are increasingly met, consumers' *wants* escalate
- 59% of consumers say they have all the material possessions they need
- Experiences help consumers define who they are and who they want to become
- Today's most compelling products and services enable and facilitate experiences rather than just delivering function
- Women and echo-boomers, in particular, appear to prefer benefits over features and functionality

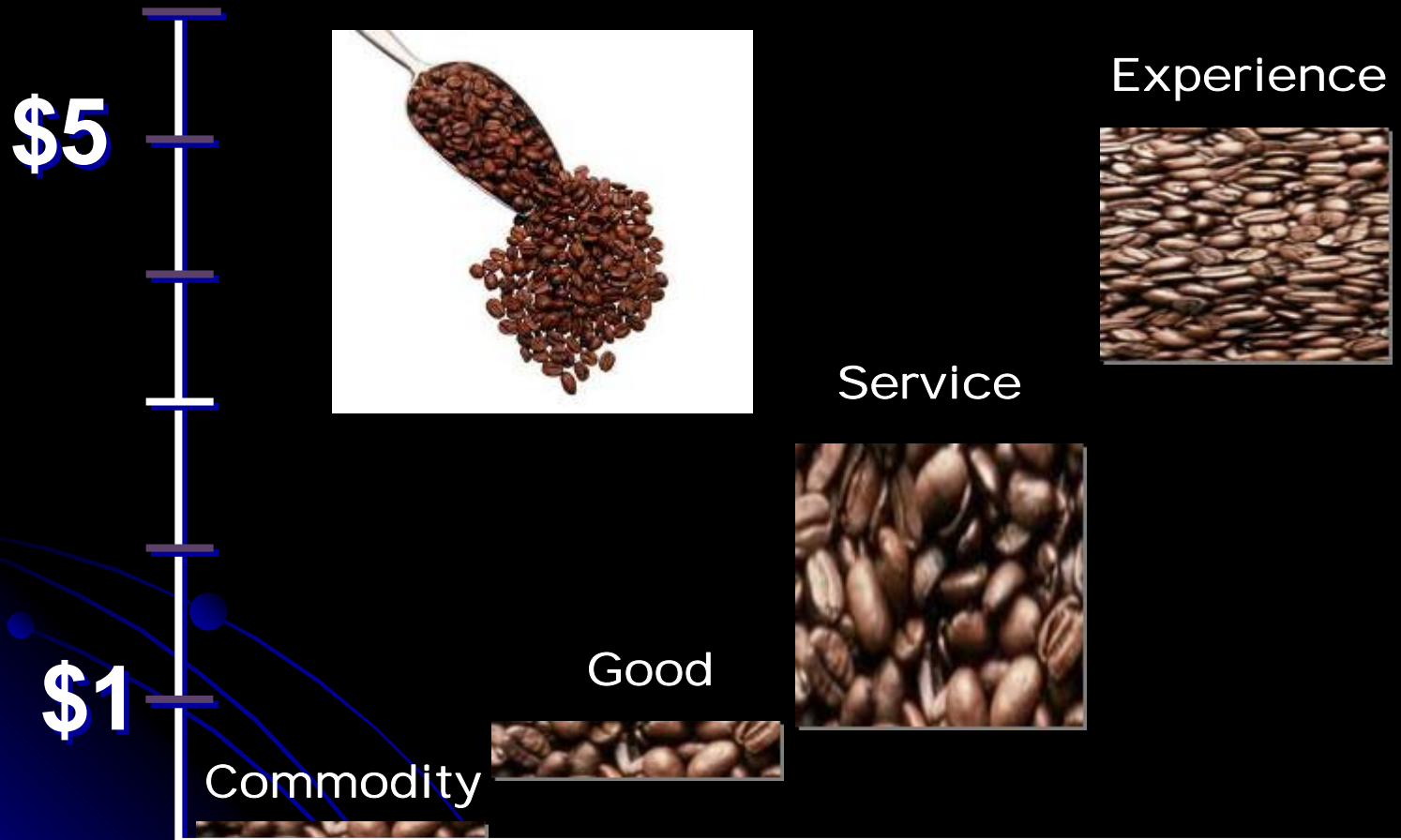


Food Spending



- Family eating rituals are changing
- Speed & Convenience often rule
- Increase in label and content reading

Experience & the price of coffee





How do Quality Retailers & Brands evaluate the consumer experience?

- Investing in the Process
- Looking & Listening (Video)
- Reviewing Data and Results
- Validating and Evaluating
- Rewarding Success

Establish Role Models

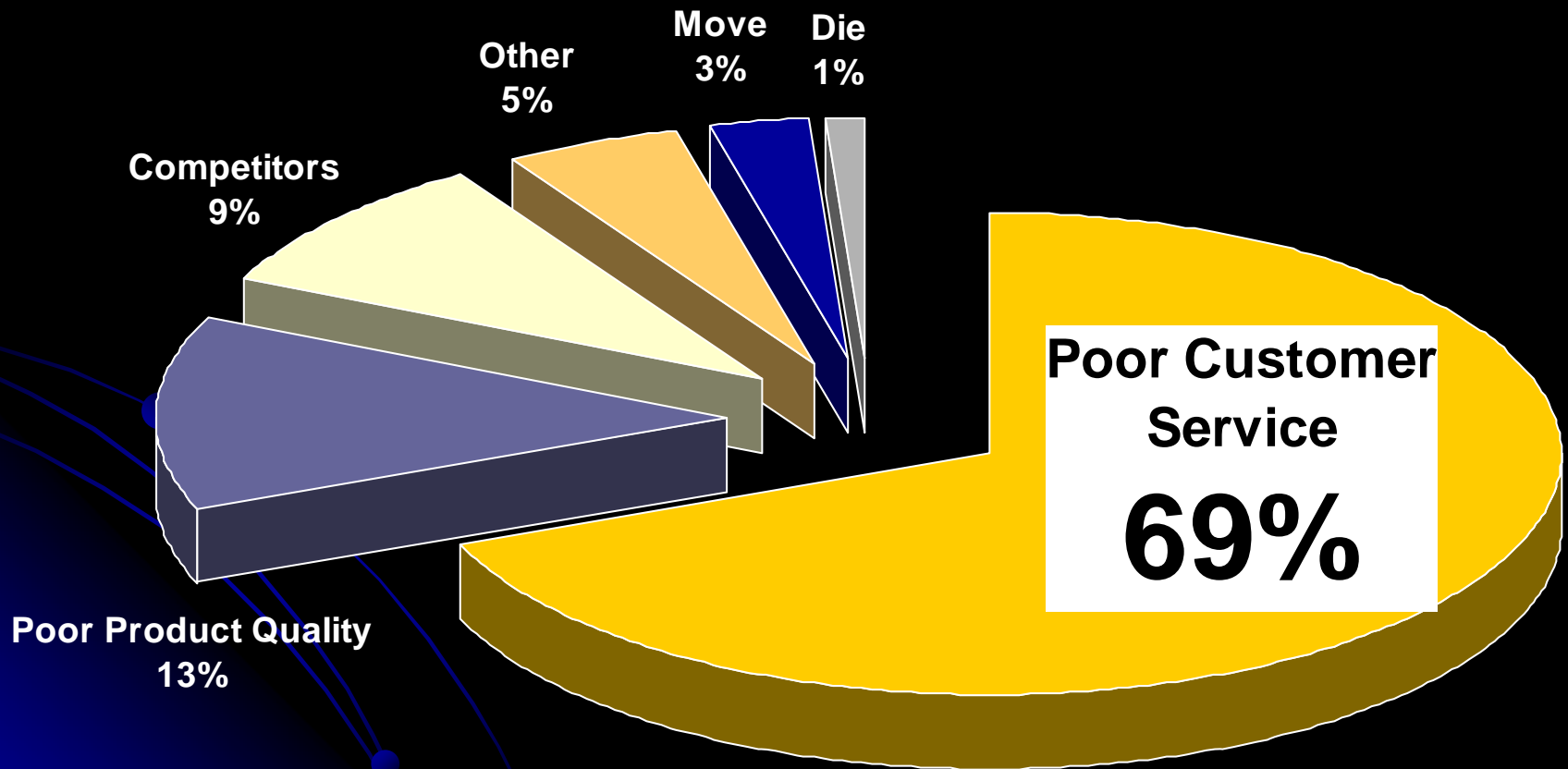


When price, location and product
are no longer differentiators

Customers leave because of

SERVICE ISSUES

Why customers leave:



Exploratory Market Research from a Mystery Customer



Where is the real entrance?

Where does the customer's experience start?

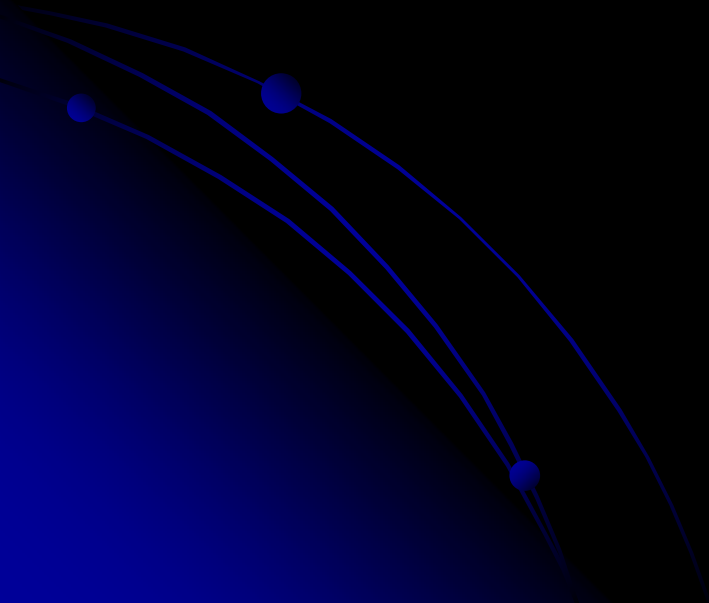
What Is Video Shopping?



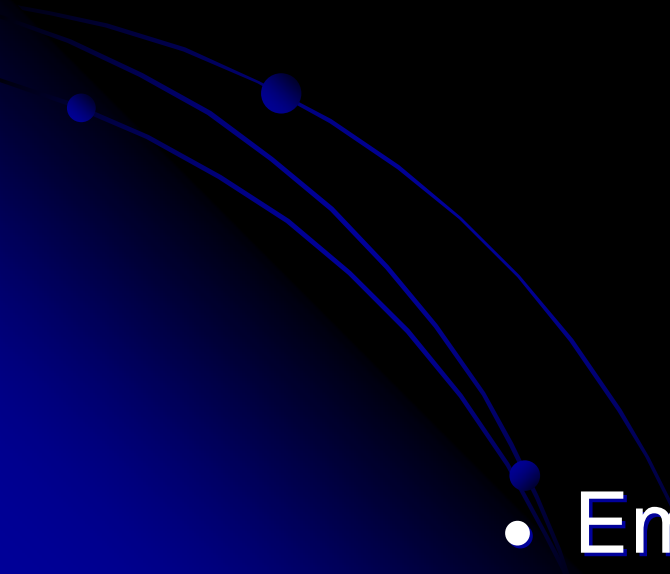
The use of state-of-the-art hidden audio/video equipment to record a shop from start to finish

Why it Works

Video credibly
documents
the customer's true
shopping experience
via state-of-the-art
hidden video
equipment



Why it Works

- People learn more effectively visually
 - Video transcends cultural & generational learning
 - Employees today relate to video
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Customer service in luxury goods retail stores

The Challenge

Client wanted to measure levels of customer service within their flagship stores

The Solution

Video and Written Mystery Customers : WHY? Show senior management customer service standards on a quarterly basis . Reward staff as applicable

The Delivery

Graphical store reports & video summary for all visited locations.
Detailed visit reports delivered on-line

The Result

Individual store staff and corp. management have identified actionable areas
Staff rewards program in place
Additional global mystery customer program has been undertaken

Retail Inspired

The Challenge

Client wished to increase sales and reduce customer complains by improving store staff ability to provide differentiated customer service'.

The Solution

Provide simple, yet actionable results which could be applied at the store level.
Developed a Mystery Customer Research program to monitor staff performance and improve skills.

Delivery

Using a 30 question mystery customer report and video consumers we provided weekly web based data to managers.

Result

Success – within 6 months of fieldwork starting, staff performance increased (improving sales, which also impacted other areas of the business, as customer complaints decreased month on month


Performance Monitoring

VIDEO
Is Visual

Go online @ www.videoeyes.net
to see sample video shops



SUMMARY

- Consumer Video Market Research is valuable
 - Video transcends cultural & generational learning
 - Video allows for group and self assessment
 - Perception is reality
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SUCCESS

Video Mystery Customer
Research Success
is directly related
to providers with
EXPERIENCE!



Why Video Eyes?

- One vendor nationwide, ensuring consistency of execution in video, telephone & written reports
- Long-term experience in all facets of mystery shopping
- Dedicated account management
- Nationwide network of certified “Video Shoppers”

For more information on how Video Eyes
can benefit your company contact:

Christie Cripe – VP
(703) 995-3513 Direct
ccripe@videoeyes.net



www.videoeyes.net