



The Brief

EE Limited asked us to visit 48,000 convenience store outlets across the UK and Northern Ireland over a four month period to review and track POS merchandising and compliance. We were also asked to train staff on current PAYG offers and ensure that EE brand and messaging was placed and used to maximum effect.

The Action:

Infinite's experienced field staff sited a variety of POS items to drive sales and top ups of EE's PAYG sims. We trained store staff and ensured that the EE brand and messaging was placed in key areas of the store. With our analytical reporting systems we were able to review and track the compliance of POS and sales figures across the six month period.

With a callfile of 3,000 store visits per week our internal software team developed a system which enabled us to handle this amount of calls on a monthly basis with ease. The system allowed team members and managers to plan their own callfiles based on their local geographic knowledge to reduce costs at every opportunity. This system proved critical to the success of such a large scale operation.

Much of the success of this project was down to an initial two day training session we held for all staff as well as our continued support and development through one-to-ones and field staff accompaniments. Office support provided by our campaign co-ordinator also ensured smooth delivery of every call.

The Result

12% uplift in PAYG sales across all Pay Point Stores visited by infinite Field Marketing.

Mystery Shopping case study

COTY

infinite
field marketing
sales | retail | insights



The Brief

To Mystery Shop COTY consultants around the UK and Ireland, based in the following stores:

SELFRIDGES & CO

Harrods

DEBENHAMS

John Lewis

HOUSE OF FRASER
SINCE 1849

The purpose of the mystery shops is to identify training needs. Each consultant is KPI'd on a successful mystery shop and the results rely on them getting a bonus etc.

Once completed, the mystery shop feedback needed to be provided immediately to the consultant to inform them if they have passed/failed as well as highlight to the consultant any areas of improvement.

The Action:

To ensure our field staff conducted thorough and accurate mystery shops, ahead of the activity we provided training at our Head Office in Swindon.

The training covered the large spectrum of COTY products as well as training and role play shopping scenarios, allowing them to practise mystery shopping skills.

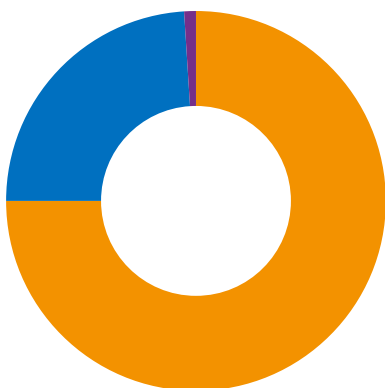
Following the training, our field team visited their allocated stores to conduct their mystery shops and upload the results onto our systems within 24 hours of completing the store visit. This allowed us to view the results and take further action and book in additional training for the consultant if required as well as provide COTY with up to date feedback when they requested.

The Result

We mystery shopped over 200 consultants in two weeks:

- Consultants Scoring 100: 75%
- Consultants Scoring 85 - 99: 24%
- Consultants Scoring Below 85: 1%

From the mystery shops we are able to determine the highest and lowest store groups and regions. We were able to identify where in the sales process their consultants lost the most points and as a result, additional sales training was provided by COTY.



■ Score 100
■ Score 85-99
■ Score below 85