



VISUAL MERCHANDISING

Our visual merchandising program of capturing onsite photo images adds a powerful new data dimension to defining the Customer Experience in your research programs.

PROGRAM INSIGHT

They say a picture is worth a thousand words. Our visual merchandising program adds another data dimension to defining the Customer Experience in your survey programs. We can capture onsite photo images as part of our mystery, competitive shopping and auditing programs, then upload and sync the photo images with the actual shop or audit reports. Imagine the value that this brings in validating compliance on signage and POS marketing materials! No need to wonder if everything is going according to your marketing plan.

BENEFITS

- You will see actual images of your site on your custom Web site within 48 hours of the shop.
- You receive exactly the images that you want and when you want them because every program is customized to your individual unique needs. And we are flexible as your needs change.
- You can put the information to work quickly because we deliver results to your site 24/7.
- You can improve program efficiency and effectiveness because visual images will dramatically reduce the number of score challenges and change requests by local area managers.

HOW IT WORKS

Used in conjunction with an ICC/Decision Services Mystery and/or Competitive Shopping program, our field representatives visit multiple stores and photograph corporate signage and the actual POS displays that your customers see during their store visit. We upload the photographs to our server and conduct a quality review and match the visual images with the actual shop results reports. This offers you the opportunity to see which stores are in compliance with your corporate guidelines and which stores are displaying the POS marketing materials correctly.

CONTACT US

Learn more about how ICC/Decision Services can develop a custom program to optimize your Customer Experience Management initiatives:

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