

CUSTOMER EXPERIENCE INFORMATION, INSIGHTS & ACTION CPG MANUFACTURERS

Market Force Information understands the importance of in-store execution and measurement for CPG manufacturers—from product merchandising and promotional display set up, to competitive pricing and inventory levels. We give you a critical view into your in-store presence and provide the actionable solutions you need to maximize sales and profits.

More than simply a data provider, Market Force Information delivers a unique combination of customer experience information, insight and action. Our **OnSight** evaluation and action solutions utilize multiple methodologies to provide a complete picture of the in-store experience and deliver the store-level action you need through a full range of merchandising services. Our **InSight** solutions maximize the impact of customer information with rigorous statistical analysis highlighting actionable solutions and automated training and rewards programs that translate into immediate results. As the single source provider for these solutions, we are your critical link to patrons and your partner in maximizing their experience with your brand.

THE MARKET FORCE INFORMATION DIFFERENCE

- Breadth of solutions addressing your customer experience
- Industry expertise and shared best practices
- Proprietary data delivery technology that puts all your customer experience information into a single reporting platform
- Industry-leading insight and action solutions for more informed decisions based on the best collection of data available

BENEFITS

- Pinpoints focus areas for greatest ROI
- Improves operational performance
- Aligns customer experience with expectations
- Ensures proper distribution and placement of products
- Identifies significant performance gaps and best practices
- Uncovers behavior patterns leading to revenue opportunities
- Tells a story that provides consultative recommendations



INTEGRATED SOLUTIONS DELIVERING A HOLISTIC VIEW OF THE IN-STORE EXPERIENCE

OnSight: Evaluations and Action

- Merchandise Audits
- Pricemark price tracking
- Competitive Evaluations
- Product Merchandising
- On-Floor Set Up
- Crisis Management

InSight: Identify Solutions

- Analytics & Insights
- Loyalty Lift Calculator

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email sales@marketforce.com.