

## ON-SITE AUDITS

Monitor program execution and operational compliance across all your locations.

Actively and accurately tracking promotion execution, stock levels, pricing, merchandising and other key aspects of your on-site experience should be an integral part of your customer experience measurement. That's why Market Force Information's expert auditing services deliver specialized information at the individual location level.

Our on-site audits have provided some of the world's largest companies with crucial information that has direct impact on customer satisfaction and sales. We utilize a segment of our shopper base—individually selected and specially trained—for this unique solution. We go beyond transactional data typically provided by POS scanner systems, and uncover the reasons behind volume fluctuations at the location and SKU level.

### MEASURE

- Pricing for your products and those of your competitors with Pricemark
- Store layout and adherence to planograms at the SKU level
- Compliance with corporate branding and signage guidelines
- Presence and position of displays, signs and materials
- Product distribution
- Inventory levels and out-of-stock status

### SO YOU CAN

- Quantify lost sales due to stock-outs and implement strategies for improvement
- Identify individual locations that are non-compliant with marketing or merchandising programs and resolve issues quickly
- Ensure price accuracy and consistency
- Verify timely and proper promotional program launches
- Identify opportunities to improve consumer navigation through changes to store layout or signage



### ON-SITE AUDITS INCLUDE

- Pricemark price tracking
- Merchandising/image audits (with or without digital images)
- Promotion/display audits
- In-stock audits

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email [sales@marketforce.com](mailto:sales@marketforce.com).