

## CUSTOMER EXPERIENCE INFORMATION, INSIGHTS & ACTION RETAIL INDUSTRY

Market Force Information, the leading customer experience information and insights partner for retailers, understands the impact operational compliance, merchandising execution and sales floor service have on your customer experience and ultimately sales. We provide a critical view into your store-level operations, revealing specific reasons behind sales figures while helping you define and execute strategies to drive the greatest improvement.

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 services utilize multiple methodologies to provide a complete picture of your customer 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 in-store experience.

### 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

- Mystery Shopping
- Web and IVR Customer Surveys
- Merchandise Audits
- Pricemark price tracking
- Competitive Evaluations
- Product Merchandising
- On-Floor Set Up
- Crisis Management

#### InSight: Identify Solutions

- Analytics & Insights
- Triggered Training® and Rewards
- Television Retail Insights
- Loyalty Lift Calculator

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