

TRIGGERED TRAINING® AND REWARDS

Quickly and easily translate operational performance information into action at the individual location level.

What if you had the ability to quickly translate customer experience information into action that will have a measurable impact? Market Force Information Triggered Training and Rewards drives improvements in store-level performance by automatically delivering customized training and rewards directly to where they are needed most—frontline employees interacting with customers.

Initiated by the results of your mystery shopping, on-site audits or customer feedback survey programs, our system automatically delivers training to locations performing below brand standards. Conversely, positive reinforcement rewards can be delivered to those locations exceeding your standards.

For underperforming locations, we provide customized, online training modules via email notification and a web tool that targets specific focus areas. The option to include testing modules along with automated scoring and status reports provides easy verification and management follow-up.

If your customer experience information reveals that a location is consistently performing at or above brand standards, our system will initiate immediate recognition in the form of rewards or incentives.

BENEFITS

- Drive improved operational performance and customer satisfaction
- Quickly and efficiently improve your customer experience at the locations that need it most
- Reduce the total cost of training programs
- Develop and reinforce standards of operational performance across all locations through the use of an unbiased, automated system driven by measured performance



TRIGGERED TRAINING & REWARDS SYSTEM

- Automatically delivers targeted training to underperforming locations
- Offers option to include automated testing modules to verify understanding of training material
- Provides means to easily update training materials
- Triggers personal rewards for exceptional performers
- Access system 24 hours a day, seven days a week

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