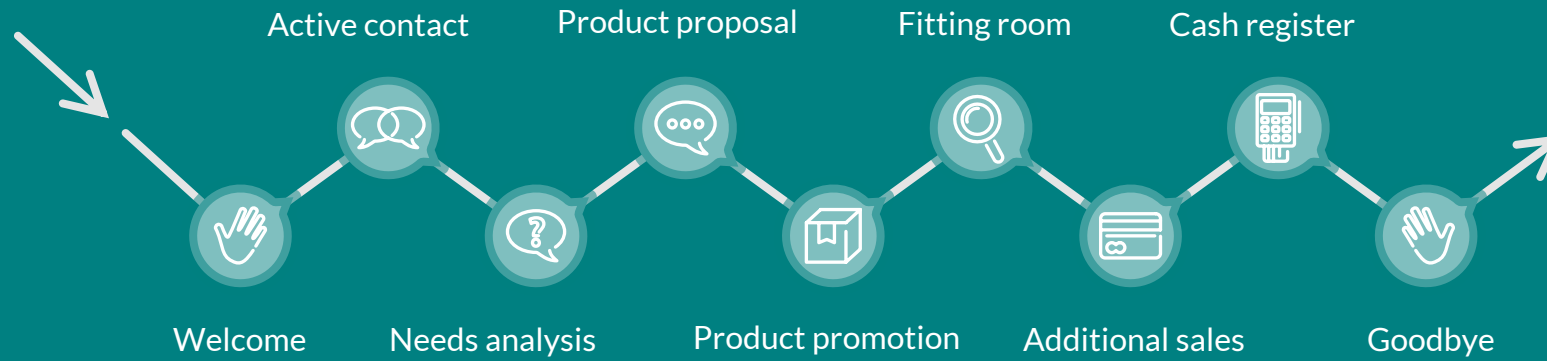


MANAGEMENT REPORT



MYSTERY OBSERVATION
R01 2022



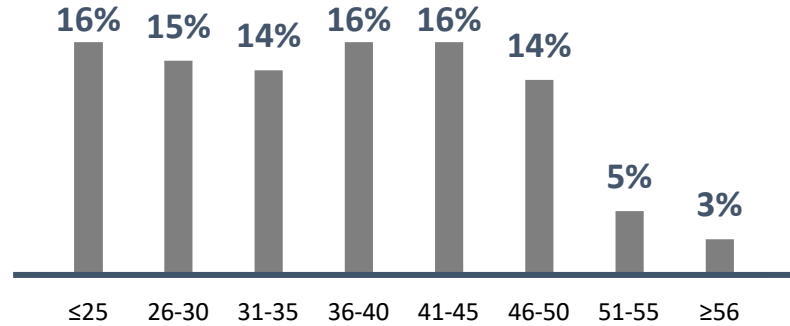
AUDITORS PROFILE



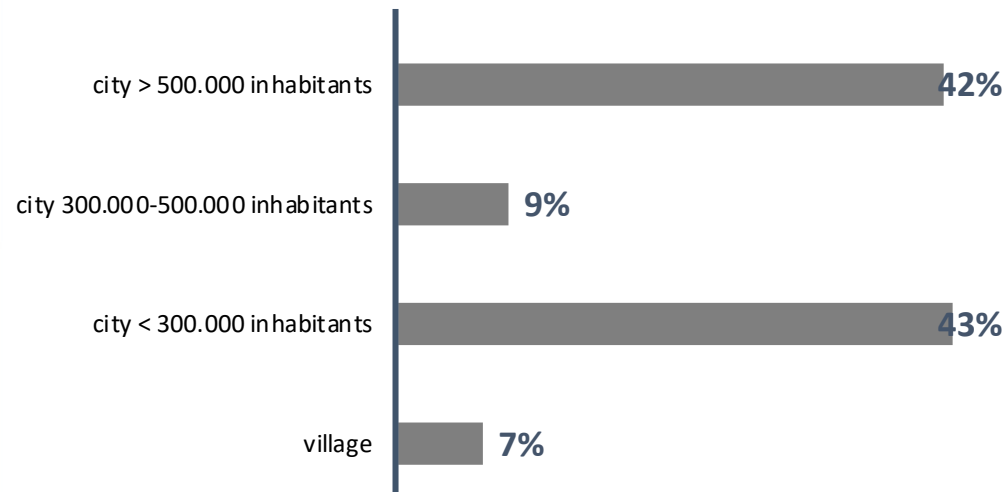
- 63% below 40
- 62% higher education
- 58% city < 500.000 inhabitants
- 61% monthly household income lower than 10.000 PLN*



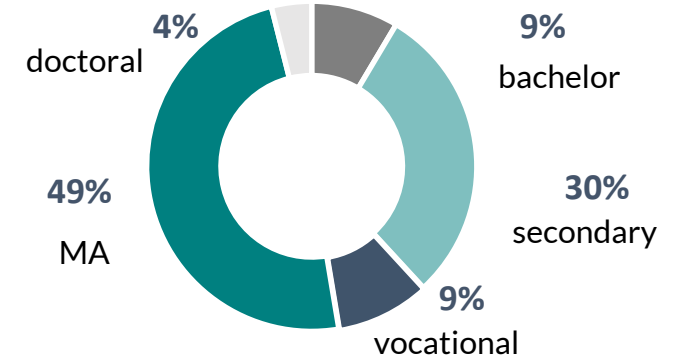
Age



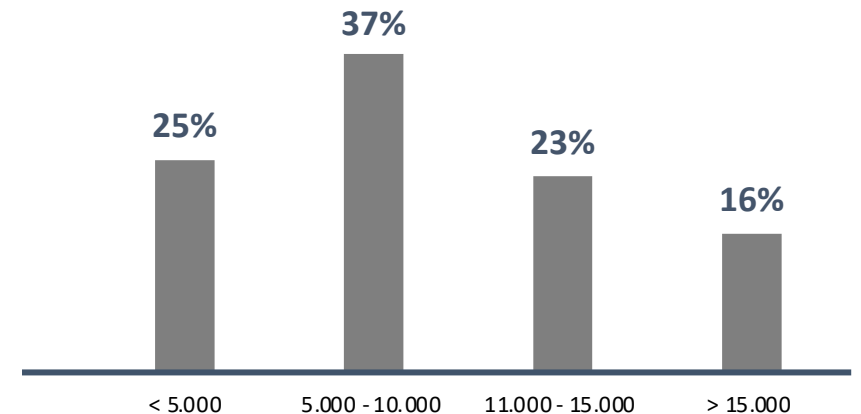
Place of living



Education



Household income



(*30% of respondents refused to provide income data)

EXAMPLE

OVERALL RESULT



- Result = 89,3%
- Improvement of 0,9 pp. vs. previous observation
- 3 areas in plus, 1 in line and 5 with worse performance
- Active contact and additional sales below target (=90%)!



EXAMPLE

ROUND	R07 2021	R08 2021	R09 2021	R10 2021	R11 2021	R12 2021	R01 2022	Diff.
TOTAL	79,9	82,9	87,3	84,7	84,7	88,4	89,3	↑ 0,9
WELCOME	88,6	78,0	92,4	90,2	91,6	88,5	95,6	↑ 7,1
ACTIVE CONTACT	66,5	79,4	80,2	82,0	64,9	80,5	76,3	↓ -4,2
NEEDS ANALYSIS	75,0	89,2	90,2	77,1	68,0	90,1	94,8	↑ 4,7
PRODUCT PRESENTATION	96,1	94,3	95,3	97,1	97,2	98,0	97,9	↓ -0,1
PRODUCT PROMOTION	88,6	85,4	90,1	92,0	93,4	89,2	92,7	↑ 3,5
FITTING ROOM	78,5	86,2	88,3	86,2	90,3	92,7	91,7	↓ -1,0
ADDITIONAL SALES	42,0	56,2	68,9	60,5	74,0	69,1	69,1	→ 0,0
CASH REGISTER	90,8	86,2	88,3	86,2	90,3	92,7	91,7	↓ -1,0
GOODBYE	92,9	90,8	91,9	91,0	92,9	94,4	93,9	↓ -0,6



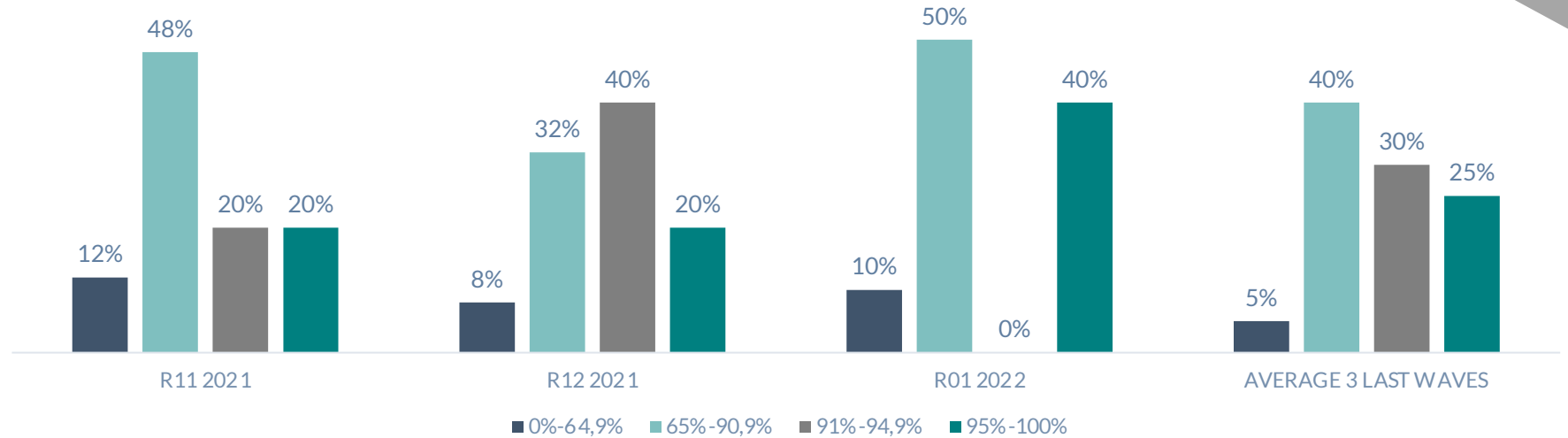
LOCATIONS RESULT



- 3 stores achieved maximum points = 100%
- It is a positive trend vs. previous observations.
- One location crossed the red line achieving only 58,4%.
- There is a visible correlation between the observation result, NPS and internal KPIs.



EXAMPLE

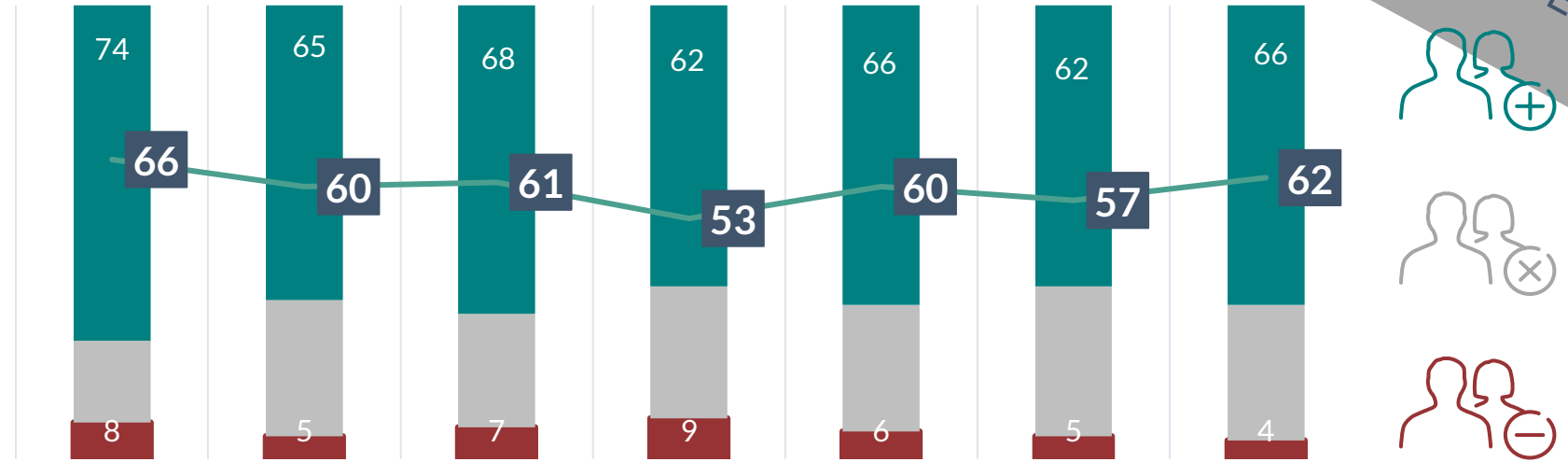


LOCATION	RESULT	NPS	CONVERSION	UPT	ADDITIONAL SALES			VPT	AVERAGE PRICE
					STORE	FITTING ROOM	CASH REGISTER		
1	100,0	100	9,7%	1,82	100,0	100,0	100,0	264,7	145,4
2	100,0	100	17,3%	1,82	100,0	100,0	100,0	237,8	130,7
3	100,0	50	13,1%	3,62	100,0	50,0	0,0	450,0	124,3
4	98,7	100	14,1%	1,83	50,0	0,0	100,0	346,1	189,1
5	86,3	50	8,5%	2,50	100,0	50,0	50,0	325,6	130,2
6	86,1	50	17,3%	1,82	50,0	50,0	50,0	237,8	130,7
7	85,2	50	13,1%	2,3	50,0	50,0	50,0	440,2	191,4
8	79,2	0	14,1%	1,89	0,0	0,0	50,0	310,4	164,2
9	69,3	0	8,5%	2,40	0,0	0,0	50,0	250,0	104,2
10	58,4	100	22,4%	2,00	0,0	0,0	0,0	310,4	155,2
TOTAL CHAIN	86,3	62	13,8%	2,2	55,0	40,0	55,0	317,3	143,6

NET PROMOTER SCORE



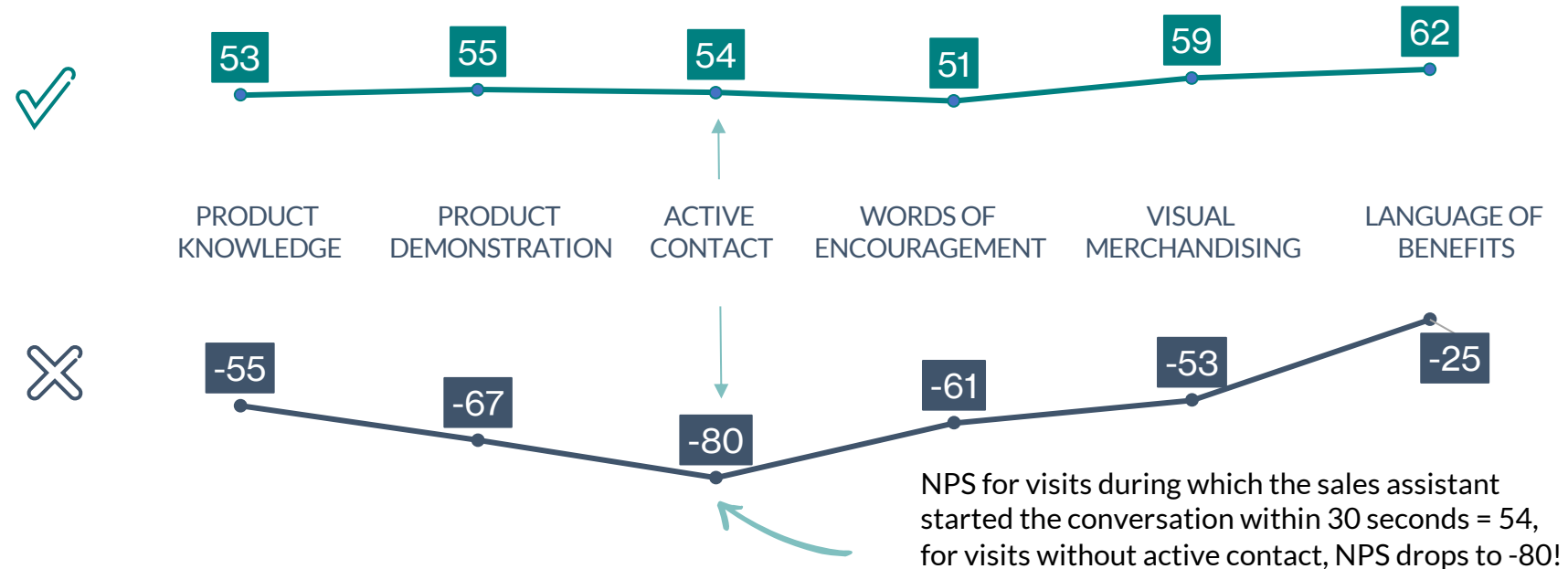
- NPS = 62
- Improvement of 5 points vs. previous observation
- Willingness to recommend the brand higher in case of female auditors (67 / 61)
- Biggest NPS gap can be observed in the area of active contact



EXAMPLE



LACK OF THE BEHAVIOR THAT HAS THE MOST NEGATIVE EFFECT ON NPS





ACTIVE CONTACT

Focus on **referral question**, only 5% of your sales force use it while approaching customer!

Reference to customer's behavior or an interest in a particular product

- „I see you are looking at this type of bag”.
- „Did you notice that the bag you are holding has adjustable strap?”

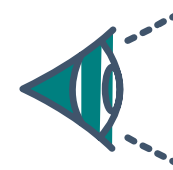


NEEDS ANALYSIS

Despite the visible improvement in the area of needs analysis, in 96% of visist sales assistants ask only one open question

Open-ended questions allow to:

- *get to know the customer's needs better*
- *establish closer relationship with the customer*
- *build trust between the sales assistant and the customer*



ADDITIONAL SALES

Focus on **promotional items** , only 1 Sales Assistant showed discounted product as on top selling option. Train your staff on 4 add-on sales techniques:

SET SELLING
(pairing item)

UP SELLING
(more expensive item)

CROSS SELLING
(complimentary item)

ON TOP SELLING
(impulse / promo item)