

Riger

R E P R I N T

Please pass this article along to all who might find it of value:



Reprinted from the *Riger Update* newsletter. To receive future newsletters, subscribe using the "request info" page at www.riger.com.

For more free articles on advertising and marketing, visit the "knowledge base" at www.riger.com.

Research for Retailers

For retailers, the in-store experience is everything—how the store looks, how the customer service personnel deal with the public, and how effectively promotions are being implemented. Here are a few tools commonly used to monitor how you're doing from your customer's perspective.

Intercept Interviews

As customers are shopping, stop them for a quick three-minute survey. Ask what made them come to your store, what they like about it, what they'd like to see done differently, and how helpful the salespeople have been.

Exit Interviews

Similar to intercept interviews, these surveys happen as the customer exits the store. Now, however, you can ask them about their whole shopping experience, down to the sale at the register.

Mystery Shops

Hire someone unfamiliar to your employees to anonymously shop the store. The mystery shopper then reports on impressions of the store and the sales help. For example, if the sales staff has been trained to "suggestive sell," you might want the shopper to grade them on how often that happens.

**Fred Riger
Advertising
Agency, Inc.**

Fred Riger Advertising Agency, Inc.

53 Chenango Street • PO Box 1623 • Binghamton, NY 13902-1623 • Phone 607.723.7441 • Fax 607.723.7623 • E-Mail agency@riger.com • Web site www.riger.com

