



Marketing Support Services

A few case studies.

Whether short or ongoing promotional or marketing project, Service Performance Group with its nationwide database of Independent Contractor mystery shoppers will be your boots on the ground. We will test associate knowledge, measure quality of response, evaluate promotional services provided, and confirm in-store promotional or marketing materials using your specifications. Service Performance Group stands ready to assist in your rollout.

These case studies provide a sense for the type of promotional marketing work we have conducted and delivered on.



Upscale Watch Maker

Service Performance Group assisted a Marketing Agency to evaluate and reward department store sales associates who had been trained in presenting specific benefits and features of this major watch brand. Based on our delivered results over a three-month period the "Watch Your Words" promotion.

allowed our client to reward salespeople via \$50 gift cards who successfully used their training knowledge to answer specific questions asked by our independent contractors in a real sales scenario.

Public Utility Company

Service Performance Group assisted a Marketing Agency on behalf of a major east coast public utility who, based on customer feedback, determined a revamped customer service focus was needed. This year long initiative dealt with all components of customer service from in-home service quotes to telephone calls, to HVAC and Water Heater installations, to competitor evaluations, all done to benchmark existing service levels. The second phase included a revisit to each service component to establish if measurable improvement occurred. Based on our quantified and qualitative delivered work product over two cycles their quality of service measurably improved.

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Pet Food Manufacturer

This promotional initiative with gift card giveaway was developed by our Marketing Agency client and implemented by Service Performance Group. It required a visit to over 1,100 independent pet food stores selling the manufacturers' brand of dog food. The manufacturer was concerned that major benefits of the food were not being spoken about by associates and, if the manufacturer's promotional signage was being properly displayed as contractually obligated. Based on a series of questions being correctly answered by the associate regarding the food benefits, the mystery shop was stopped in progress and a \$20.00 gift card presented to the associate.



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