

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.

Major US Hardware Chain

Based on the decline in quality of service provided by floor associates to customers as identified in Service Performance Group's mystery shop results, this retailer tasked Service Performance Group to develop and roll out a program to incent associates to become more aware of

each customer and their needs and provide top notch service. We rolled out an "Orange Excellence" apron pin promotion whereby based on the quality of service provided by the associate to the mystery shopper, their name was then provided to the store manager. At each monthly all hands store meeting, the manager announced the recipients who received an Orange Excellence service award pin in front of their peers, and a \$15.00 Starbucks gift card. Rolled out to over 500 stores the program awarded over 3,400 associate pins over two quarters. Follow up mystery shop results reflected the service improvement. The program was deemed a cost effective and motivational success resulting in quantified service improvement.



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