



Solutions for Cellular Telecommunications Providers



With a total U.S. subscriber base of over 219 million and a penetration of approximately 72% of the population*, the cellular telecommunications market is rapidly maturing. As this happens, the ability to satisfy and maintain existing customers is becoming more important than ever. Are you doing everything you can to keep your customer churn to a minimum?

*CTIA Wireless Quick Facts, September 2006, www.ctia.org.

Letter From the President

Quality and Experience Make the Difference

In today's technology-driven corporate culture the phrase, "solutions built on quality" may sound a bit old-fashioned and simplistic. But since the inception of Shop'n Chek® over 35 years ago, this has been our guiding principle. Our success in the customer experience measurement industry is proof that quality based solutions, combined with the fundamental value of personalized customer service, works.

As President of Shop'n Chek Worldwide, I have the honor and pleasure of leading a company of individuals who value integrity and objectivity, and are devoted to the clients we serve. Their dedication allows us to successfully serve individual clients as if they are our only client. With that said, our staff is also one of our competitive advantages. They are talented, intelligent, unique individuals who, when brought together, form the backbone of Shop'n Chek Worldwide. Our employees, in concert with our arsenal of solutions and services from mystery shopping to merchandise audits, customer feedback surveys and competitive benchmarking keep us in the forefront of our industry.

Our goal as we move forward with an even more ambitious agenda and a willingness to pursue new directions, is to continue to provide the highest level of quality to our clients. We have what is required to fulfill our vision: Employees with the skills and drive to excel, clients who help us meet and anticipate their needs, and the resources to be forward-looking in our search for innovative solutions. We will continue to formulate trend-setting initiatives and build relationships that are exciting to our existing and prospective clients. To further enhance our advantages, we are continually striving for ingenuity and excellence in the future of customer experience measurement.

The simple truth is that we have been doing this for 35 years and we are just getting started.

With solutions built on quality, Shop'n Chek is the right choice,

Laura Livers
President,
Shop'n Chek Worldwide





In today's cellular marketplace where competition is intense, delivering an exceptional customer experience can be a significant competitive advantage. For service providers, gathering timely and accurate data on what your customers experience across all their touch points with your brand can be challenging. Everything your customers experience – from the service they receive at your retail locations, to the ability of your call center to answer their questions – contributes to their overall perception of your brand. Deliver a great customer experience and you enhance their loyalty to you. Fall short of their expectations and you risk losing them to your competition.

Partnering With Shop'n Chek

To help you improve your operations and maximize sales, Shop'n Chek has developed a suite of solutions that provides critical insight into the issues that drive the customer experience and impact sales. Our solutions leverage the deep domain expertise of our management team and staff, our commitment to quality and our network of over 200,000 shoppers worldwide to deliver the actionable information you need to create and sustain a competitive advantage.

We develop a close partnership with you and create a customized program designed around your specific needs. Our rigorous quality control processes ensure that you receive accurate information, and our proprietary web-based reporting system gives you access to your results in highly customizable views.

Armed with timely and actionable information on operational performance at your stores and those of your competitors, you can leverage your strengths, and target improvements exactly where they are needed.

The following presents an overview of Shop'n Chek's offerings, how they are used by cellular telecommunication providers and the benefits they provide. Let us show you which solutions are right for you and how we can partner with you to win in today's competitive cellular marketplace.

Customer Experience Measurement Solutions

Shop'n Chek's Customer Experience Measurement Solutions measure your operational performance against your internally defined standards. Our shopper network anonymously visits or calls your stores and fills out custom questionnaires to provide you with a comprehensive, unbiased view of your operations – a view you can't receive with assessments from your field team. We show you your business as your customers see it, so you can optimize your operations, improve customer satisfaction and maximize sales.

Benefits of Customer Experience Measurement Solutions

With Shop'n Chek's Customer Experience Measurement Solutions, you can monitor and gain insight into:

- Staff compliance with service guidelines such as customer greeting, wait time to be assisted in person or on the phone, etc.
- Appearance, friendliness and politeness of staff.
- Qualification of the customer's needs.

Solution	Measures Include	How Clients Use the Data
Mystery Shopping	In-store performance against your internal standards <ul style="list-style-type: none"> • Staff compliance with service guidelines and procedures • Customer service • Product knowledge of sales staff • Up-selling of additional services and/or accessories • Presence of promotional materials 	<ul style="list-style-type: none"> • Improve store and call center operations to maximize the customer experience, sales and profitability • Develop effective training programs • Implement incentive programs • Verify execution of promotional programs
Telephone Mystery Shopping	On-phone performance against your internal standards <ul style="list-style-type: none"> • Call wait time • Customer service • Staff compliance with procedures • Up-selling of additional services 	
Telephone Call Center and 1-800 # Monitoring	On-phone performance against your internal standards <ul style="list-style-type: none"> • Call wait time • Customer service • Staff compliance with procedures • Up-selling of additional services 	

- Store personnel's product knowledge, including phones, service plans and promotions.
- Product and service plan recommendations by store personnel.
- Effectiveness in explaining charges (additional features, text messaging, etc.).
- Up-selling of additional services and/or accessories.
- Effectiveness of call center communication (language barriers, responsiveness to questions, etc.).
- Presence and stock level of promotional materials.

This information allows you to:

- Correlate sales results to specific measurements of the customer experience.
- Know which levers to pull to optimize the customer experience.
- Identify areas where new procedures and/or additional training can improve your bottom line.
- Reinforce desired behaviors by rewarding store managers and personnel who deliver an outstanding customer experience.

Revealed Audit Solutions

Shop'n Chek's Revealed Audit Solutions deliver information on product placement, inventory and pricing down to the SKU level. Our auditors visit your stores with a detailed checklist, identify themselves to management and capture vital information on the execution of your merchandising and marketing strategies. If desired, they can supplement their reports with digital photographs of what they encounter. Our Revealed Audit Solutions get beyond the transactional data provided by POS scanner systems to uncover the reasons behind volume fluctuations at the store and SKU level.

Solution	Measures Include	How Clients Use the Data
Merchandising/ Image Audits (with or without digital images)	<ul style="list-style-type: none"> Actual store/shelf layout Branding/image compliance Presence and position of promotional displays and collateral Presence and functionality of display products Cleanliness of store 	<ul style="list-style-type: none"> Verify presence and location of individual products Establish and maintain branding and image consistency Verify presence and proper execution of promotional programs Identify missing/non-working display products
In-Stock Audits	<ul style="list-style-type: none"> On-shelf stock level Promotional display stock level 	<ul style="list-style-type: none"> Monitor shelf and promotional display inventory
Pricing Audits	Product pricing at various points: <ul style="list-style-type: none"> Sticker Signs Scanned at register 	<ul style="list-style-type: none"> Ensure pricing compliance and accuracy



Benefits of Revealed Audit Solutions

With Shop'n Chek's Revealed Audit Solutions, you can monitor and gain insight into:

- Store and shelf layout at SKU level.
- Presence of current promotional displays, signs and sales material.
- Stock position on key items and accessories.
- Presence and functionality of display products.
- Compliance with corporate branding and signage guidelines.
- Accuracy and consistency of pricing across sticker, signs and price scanned at register.
- Cleanliness and overall appearance of store.

This information allows you to:

- Quantify lost sales due to stock-outs and implement strategies for improvement.
- Identify individual locations that are non-compliant with marketing or merchandising programs and correct the issues quickly.
- Ensure products are priced accurately and consistently.
- Verify that promotional programs are launched on time and executed properly.

Direct Customer Feedback Solutions

Shop'n Chek understands the importance of listening to your customers. To provide you with that feedback, Shop'n Chek has developed a range of solutions that captures your customers' thoughts about their recent experience with your brand. Through a variety of techniques, including customer surveys using IVR or web-based data collection, intercepts of customers exiting your stores and evaluations of your website by our shopper network, Shop'n Chek reaches customers much closer to their point of contact with your brand than other methodologies. Timely and accurate responses allow you to identify problem areas quickly and develop focused, effective strategies to improve your customer experience.

Benefits of Direct Customer Feedback Solutions

With Shop'n Chek's Direct Customer Feedback Solutions, you can monitor and gain insight into:

- Reasons behind choices made by customers including store chosen, products and services purchased or not purchased, etc.
- Customer satisfaction with overall experience.
- Customer perception of specific operational areas such as customer service, staff product knowledge, store cleanliness, etc.
- Specific customer problems or complaints and degree to which they were resolved.
- Ease of use of website including general navigation, ability to locate items and purchase transaction.



Solution	Measures Include	How Clients Use the Data
Web Surveys/IVR	<ul style="list-style-type: none"> Reasons behind customer choices Customer satisfaction Attitudes and perceptions of experience 	<ul style="list-style-type: none"> Understand customer experience versus expectations Increase customer satisfaction Identify problem areas Immediately identify and resolve customer complaints
Intercept Surveys		
Website Evaluations	<ul style="list-style-type: none"> Website functionality and ease of navigation Customer attitudes and perceptions of website experience Transaction experience 	<ul style="list-style-type: none"> Optimize website functionality and navigation Improve overall website experience Maximize sales conversions

This information allows you to:

- Develop effective strategies to improve areas where customers' expectations are not being met, and leverage areas of strength.
- Immediately respond to customers' problems or complaints through either personal communication or the development of strategies to address root causes of dissatisfaction.
- Guide strategic moves such as changes to product and service offerings.
- Optimize functionality and usability of website.
- Maximize sales conversions on website.

Competitive Insight Solutions

Competition in today's marketplace is intense. To remain a step ahead of your rivals, you must understand their operational strengths and weaknesses and how you compare. Shop'n Chek's Competitive Insight Solutions deliver objective information across a set of consistent measures that you define – information you can't get from internal assessments or loosely structured competitive analysis programs. Using our shopper network to anonymously evaluate your operational performance and that of your rivals, Shop'n Chek can help you understand your competitive position, optimize your operations and gain market share.

Benefits of Competitive Insight Solutions

With Shop'n Chek's Competitive Insight Solutions, you can compare and gain insight into:

- Pricing on same or similar products.
- Staff performance against defined service standards such as customer greeting, wait time to be acknowledged or assisted, etc.

- Appearance, friendliness and politeness of staff.
- Qualification of the customer's needs.
- Product knowledge of store personnel including phones, service plans and promotions.
- Product and service plan recommendations by store personnel.
- Effectiveness of explaining charges (additional features, text messaging, etc.).
- Up-selling of additional services and/or accessories.
- Average wait time to reach a Customer Service Representative by phone.
- Effectiveness of call center communication (language barriers, responsiveness to questions, etc.).

This information allows you to:

- Identify key drivers of sales and market share by correlating shifts in these areas to fluctuations in your operational metrics versus your competition.
- Develop operational procedures and training programs targeting areas where you have a competitive disadvantage.
- Optimize your customer experience by bringing proven processes to your own operations.
- Create promotional programs which speak to your strengths relative to the competition.
- Develop effective pricing strategies.

Solution	Measures Include	How Clients Use the Data
Competitor Mystery Shopping	Competitor performance against your internal standards <ul style="list-style-type: none"> Customer service Product knowledge of sales staff Up-selling of additional services and/or accessories Presence of promotional materials 	<ul style="list-style-type: none"> Improve your store operations and management based upon competitive benchmarks Develop effective promotional strategies
Competitor Price Audits	<ul style="list-style-type: none"> Competitor price comparison for same or similar products 	<ul style="list-style-type: none"> Analyze competitive price position relative to the market Develop price and promotion strategy
Best Practice Identification	<ul style="list-style-type: none"> Competitor performance and your position against your internal standards 	<ul style="list-style-type: none"> Improve your store operations and management based upon industry best practices



Frontline Training and Learning Solution

The ability to quickly translate operational performance information into action that will have an impact is critical to improving your customer experience. Shop'n Chek's Triggered Training™ provides this capability by automatically delivering online training where it's needed most - frontline employees interacting with your customers. Your online training material is systematically triggered by the results of Shop'n Chek's mystery shopping, revealed audit or customer feedback survey programs. Using your thresholds for acceptable operational performance, the system delivers customized, online training content directly to the manager of any under-performing location via automated email notifications. To further ensure that frontline associates and managers understand the material, you can elect for tests to be administered in conjunction with the training. Automated scoring and status reports provide ongoing verification and management follow-up. By seamlessly integrating with your customer experience measurement programs, we provide extensible and consistent training at the store level that leads to fast, measurable improvements in operational performance and customer satisfaction.

Benefits of a Frontline Training and Learning Solution

With Shop'n Chek's Triggered Training, you can:

- Automatically deliver targeted training programs to under-performing locations – training programs are uniquely developed to deliver the right blend of relevance, value and information to your frontline employees.
- Include automated testing to confirm that frontline employees understand the training information.
- Ensure training is satisfactorily completed within a timely period or properly escalated.
- Update training materials in real-time and easily include enhancements such as video, audio and graphics.
- Make training content available to managers when it's convenient for them with 24/7 access.

This solution allows you to:

- Drive improved operational performance and customer satisfaction through the automated delivery of online learning programs.
- Quickly and efficiently prepare associates to be more productive contributors to a positive customer experience and increased market basket.

- Reinforce standards of operational performance across all locations through the use of an unbiased, automated system driven by measured performance.
- Update and publish training content in real-time.
- Reduce the total cost of training by making programs available online 24 hours a day – employees can review when it is convenient for them with no travel or lost productivity.

Solution	Features Include	How Clients Use the Solution
Triggered Training	<ul style="list-style-type: none"> • Automated, real-time delivery of training to locations performing below brand standards • Optional inclusion of content-based testing with pass/fail feedback loops tied to client-defined criteria • Automated reporting of training status and escalation of cases where training has not been satisfactorily completed • Ability to update training materials in real-time • Web-based access to training content 24/7 	<ul style="list-style-type: none"> • Quickly improve operations at under-performing locations • Ensure full comprehension and timely completion of required training • Provide training that is self-paced and completed on a computer, without an instructor • Reduce total cost of training programs • Create more interesting and understandable content by incorporating video, audio and graphics • Reinforce standards of operational performance



The Shop'n Chek Difference

At Shop'n Chek we are confident that we lead the industry in the quality of the information we deliver, the expertise we bring to the table, and the level of customer service we provide. Shop'n Chek is committed to delivering accurate, timely data that is customized to meet your needs. This commitment and our position of leadership are supported by:

Unparalleled expertise:

- Over 35 years in business.
- More than six million evaluations completed across every major customer-facing industry.
- Management team with 74 years of combined experience.

Industry-leading quality control procedures:

- Rigorous shopper screening, eliminating approximately one third of all applicants.
- Extensive review of all data collected using proprietary methods.
- "Three strikes and you're out" policy; shoppers no longer used for projects after three shops not meeting internal quality standards.

The actions of our clients provide the strongest testimony for the overall value we provide. Our top five clients represent 23 years of business with Shop'n Chek and seven of our top 10 clients have added additional programs since they began work with us. These clients have experienced the value of Shop'n Chek's services, and have elected not just to continue their relationship with us, but to expand it.

Shop'n Chek Has the Solution That's Right for You

Whether your focus is operations, marketing, merchandising or training, Shop'n Chek can deliver powerful information that will help you shape the strategies needed for success. Contact us for more information and let us show you how we can partner with you to grow your bottom line and achieve greater success.



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