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IFSEC 2010

Mystery Shopper Feedback

Methodology

The interviewer approached visitors randomly selected from a coffee break area close to the stand. The visitors were asked to visit the XXXXX stand and then return to give feedback on their experience. The visitors were incentivised with a voucher.

Ten mystery shoppers agreed to take part. They were all asked the same set of questions. The details are below.

1. Stand appearance

All the visitors were generally positive about the stand's appearance. The main adjectives used were 'attractive', 'neat' and 'open'.

2. Was it clear from looking at the stand what the company did?

2 of the 10 visitors had a good idea of the company's business from the appearance of the stand. 5 visitors said they were intrigued to know what the little metal things were, however they felt that if they had just been walking past and had not been asked to specifically look at the stand then they would not have spotted them (and therefore not been intrigued).

3. Appearance of the staff

9 of the visitors thought the staff were neat, tidy and generally well presented. The only additional comment was 1 visitor noticed the staff were wearing different coloured trousers and thought it would be better if all the trousers matched.

4. Initial contact

6 of the visitors felt they had to wait too long before a staff member engaged with them. A typical comment was they stood looking at an item on the stand but no-one approached them. The visitor had to make the first move in terms of walking towards a staff member or making strong eye contact, even though staff were free.

Five of the visitors were engaged with "Can I help you?" one used "Are you familiar with ... The others couldn't recall the opening gambit.

All the visitors thought the staff were pleasant and friendly in their demeanour.



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5. Questioning and Listening Skills

7 out of the 10 visitors were asked no questions apart from confirming the name of the company.

3 of the visitors were asked questions about their company's business, reason for coming to the show and their role and responsibilities.

Of the 3 visitors who were asked questions 2 felt the staff listened well and asked good supplementary questions, 1 felt that the questioner didn't listen well, interrupted and made assumptions.

The visitors generally felt that the staff should have done more to understand their specific situation.

6. Presentation Skills

All the visitors felt that the product was demonstrated well, the staff were knowledgeable and they were able to articulate the benefits.

2 visitors recall the staff making reference to existing customers or situations that were comparable to their own.

The visitors generally felt they came away with a good understanding of the product's capabilities.

7. Recording Details and Next Action

5 had their contact details recorded. 2 recall staff making additional notes. All 5 felt this was done professionally and didn't impede the flow of the conversation.

1 visitor was clear that there was going to be a follow on action.

8. The Timewaster

1 visitor was deliberately asked to play the timewaster role. This visitor was not initially qualified so they were given a product demo. After the demo the staff member identified they were not likely to be a future customer and used the handing out of literature as a way of bringing the interaction to end. The visitor felt the end of the process was handled well, however it could have been brought to a close sooner through initial qualification.

9. Other Comments worth noting

"Best demo today"

"Very hands on, tactile"

"Would have been useful to have separate meeting area on the stand"



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Conclusions and Recommendations

In general visitor experiences were positive, however there are areas that XXXXX could improve upon to maximise the return on their investment.

- Visitors were positive regarding the appearance of the stand and the staff manning it.
- The staff were friendly and knowledgeable.
- Visitors were impressed with the product demonstrations.

Areas for Improvement

- XXXXX could consider changing some of the messaging on the stand to make it more immediately obvious what the company does.
- The company could consider some attraction to draw people to the stand so they have the opportunity to explain the product.
- Staff need to make initial contact before the visitor loses interest. In general staff are often reticent and don't want to be seen to pounce, however if the visitor has stopped to look making some contact is better than losing that visitor all together.
- Too much use of "can I help you" which may have ended the interactions if the visitors had not been playing the 'mystery shopper' role.
- The staff need to spend more time qualifying visitors and understanding their needs before beginning to demonstrate, this will make the presentations more relevant and also eliminate timewasters or those with no application.
- More use of examples of existing customers and applications would make the interactions 'come to life' for the visitors.
- If there is a potential business opportunity, staff and visitors should be clear on the next action.

If you would like to discuss your exhibition training requirements or would like to run a Mystery Shopper Survey on your stand please contact Jon Howarth on 01604 883541, you can also visit www.manningthstand.co.uk