

The Model

In the global business context of increasing media fragmentation, decreasing brand loyalty and an increasing reliance on first hand experiences and word of mouth, it is more important than ever before to provide customers with consistently high levels of choice, experiences and look and feel at all retail sites. By consistently matching and exceeding customer expectations, customer loyalty will grow along with customer referral, both of which drive profits.

Experience

The GAPbuster Retail Audit programme has been refined over many years to ensure that the below questions are answered with the highest level of accuracy, quality and cost-effectiveness:

- When customers enter the premises, do they receive the same customer experience no matter the location or time of day?
- Are all products in stock, in the right location, with the correct price clearly displayed?
- Is signage accurate, up to date and clearly visible? Are the brand messages and promotions up to date and prominent?
- Are company policies and procedures being adhered to?

Difference

The GAPbuster Retail Audit programmes are delivered by/with:

- A dedicated, highly skilled and professional Account Manager that is flexible enough to work locally, nationally or internationally
- A knowledgeable and professional Production Team that translate client needs and objectives into a detailed, high quality Retail Audit programme
- Highly trained, specialised Auditors - Individually interviewed, scrupulously screened, and performance managed
- Auditors are led by a 'Super Auditor', who is directly responsible for auditor management
- Client Specific Training Programmes for auditors - Tailored to meet client needs and delivered via the web, training programmes can include 'virtual tours', interactive training environments, auditor accreditation tests, knowledge tests, instruction manuals and instructional videos
- In-depth Auditing on a yearly, quarterly or monthly basis
- ISO 9001 Quality Control of processes and audit evaluations which include the audit programme evaluations being re-audited to ensure consistently high quality results

GAPbuster Retail Audits drive merchandise and brand consistency store by store



Options

The GAPbuster Retail Audit programme has a number of implementations including:

- Merchandise Audits
- Compliance Audits
- Staff Knowledge Audits

The modular design of the GAPbuster approach means that additional products can be added to the Retail Audit programme, such as:

- GAPbuster Analytics - Data mining, text mining, trend detection and trend forecasting to provide further insight into the impact of new strategies, brand promotions, company procedures and other initiatives.
- GAPbuster Surveys – Gauge and track staff and customer satisfaction during the Retail Audit programme operation.
- GAPbuster Client Portals – Transition from a branded corporate site to the GAPbuster Client Portal with client branding and/or messages across all pages.

The GAPbuster Retail Audit programmes are customised by the experienced GAPbuster Retail Audit team who will ascertain the specifics of operational and strategic goals to provide consistent, world-leading customer experiences, driving customer satisfaction, loyalty, engagement, and profitability store-by-store.



Contact Us

To ensure customers enjoy high quality experiences that drive your profits growth no matter where they are or when they visit, contact the GAPbuster Retail Audit team today using the below details:

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