

Secret Shopper Advantage

Implementing Global Mystery Shopping to Transform Retail Execution in Wearable Technology

Summary

Enhanced a leading technology company's retail presence through a comprehensive mystery shopping program, delivering actionable insights that improved display execution, strengthened retailer partnerships, and boosted sales performance in the wearable technology category.

Client Overview

A leading global technology company at the forefront of consumer innovation. Through its Retail Lab division, the company showcases products such as smart glasses and VR headsets in electronics stores around the world.

Destinations
Global

Headquarters
California

Line of Business
Consumer Electrics

Pressure Points

Limited visibility of how in-store displays and demo units were performing globally

Uncertainty around brand ambassador effectiveness in engaging customers and recommending products

Lack of competitive benchmarking to assess category leadership at the point of sale

Need to maximize ROI from branded merchandising investments

Desire to influence retailer engagement and partnership effectiveness through credible third-party insights

Solutions

Delivered a global mystery shopping program across key markets to evaluate the performance of retail brand ambassadors and store staff

Assessed the execution of branded displays, demo units and merchandising compliance

Benchmarked in-store experience vs competitors to identify key sales drivers and performance gaps

Evaluated the effectiveness of branded investments to optimize future merchandising strategy

Regional presentations to Sales Teams focusing on insights and actions after each wave

Results that Speak Volumes

Provided actionable insight to inform joint retailer performance discussions

Enabled internal benchmarking and target setting across global partners

Improved display execution quality through enhanced feedback loops

Supported client's objective of driving sales in the fast-growing wearable tech category