



Your real in-store RECOmmendation

Are your products well RECOmmended in stores? Why?



How it works:



Each and every month, RECO interviewers visit **stores from the RECO Panel** (2.000 points of sales across 7 countries - 60 major retailers) and/or **stores of your choice**.

In each store, they act as real consumers and seek advice from sales clerks on a specific purchase project.

Examples of scenarios conducted in-store by our shoppers:

Hello, I would like to buy a notebook. What would your advice be?

Hello, I would like to know your opinion on this product? What do you think about it?

Hello, I am hesitating between these 2 products. What are the main differences? Which one should I buy?



They carefully and thoroughly record what the clerk **really** says during his/her salespitch in order to identify:



- Proposed brands and products
- Inadvisable products
- The RECOmmended product with its precise ID/name
- Reasons and justifications for choosing this product
- Focused-on product characteristics and customer benefits
- Product demo
- Sales tools that were used
- Whether a special promotion was mentioned
- Actually mentioned price...

Precise indicators

for

taking actions on the retailer level

- **Proposition** rate by brand
- **Inadvisability** rate by brand
- **RECOmmendation** rate by brand/model
- **Ranking** of RECOmmended brands/models
- **Switch** rate of your products / your brand
- Presence rate of the RECOmmended product in **catalogues**
- Usage and importance rate of **sales arguments**
- **Product demo** rate
- **Price** of RECOmmended products (dispersion, upselling)...



- Monitor how your **relations with retailers evolve**
- **Compare** your performances with competitors'
- Identify **your true partners** and their loyalty level
- Measure **how efficiently your actions are relayed** in-store
- Check whether **your new products are being put forward**
- Benchmark the **winning products**, detect **newcomers**
- Galvanize your **key account managers**
- Optimize how your **salesforce** is being used
- Target and adjust your **training operations**

Each retailer is unique, so our indicators are broken down **by retailer** for your products and those of your competitors

Over 60 retailers covered across 7 countries:

Auchan, Carrefour, Mediamarkt, Saturn, Currys, Comet, PC World, Fnac, Mediaworld, Expert, El Corte Ingles, Dixons, BCC, KPN, Orange, Vodafone, O2, T-Mobile, The Phone House, ...

Our main tools:

RECO Panel:
monthly multi-brand research

Panel 2 Reference

RECO Focus:
exclusive ad hoc research

RECO Consumer



10 good reasons to choose RECOelectronics:

- The electronics division of RECO International (2005) : Number 1 in product RECOmmendation monitoring
- A specific tool for manufacturers of brown, white, IT and telephony products
- The first tool that enables manufacturers to take targeted actions retailer by retailer
- Hands-on follow-up of your actions in field
- Unbiased and homogeneous visits conducted in stores
- Professional shoppers from the leading mystery shopping company (1986)
- Directly actionable and operational reporting documents
- Profound knowledge of markets (tracking tool)
- 7 major markets : UK, Italy, Spain, France, Germany, Belgium and the Netherlands
- International coverage available in 45 countries



→
Your real in-store RECOmmendation

10, rue des Halles - 75001 PARIS - France - tel. : +33 (0) 1.42.33.24.24
49, rue Albert Samain - BP 249 - 59665 VILLENEUVE D'ASCQ Cedex - France - tel. : +33 (0) 3.20.91.33.33
email : contact@recoelectronics.com ; web : www.recoelectronics.com