SHOPBUST

real-time shopper feedback

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At Shopbust, we believe that the key to success for your retail brand lies in gaining insights about your shoppers & store operations.

Shopbust is introducing a breakthrough in mystery shopping in Asia. Our online platform allows brands to collect real-time feedback on products and services:

- Shopper feedback to brands within 48 hours to secure perfect implementation
- "Quality-through-quantity". We enable brands to measure service levels more frequent without increasing costs to secure service with a smile every day
- We use social media to approach shoppers with the right demographics
- Our online dashboard provides information on best & worst performing shops 24/7

Real-time shopper feedback to secure perfect implementation

Introducing a new product is the result of years of planning and millions of investments. Advertising campaigns are launched, sales staff are trained, point of sale material is implemented and products are on the shelf in time.

That's the plan at least. In reality things will go wrong. Traditional mystery shopping can help you check on implementation but results are only available weeks after the facts affecting your launch or promotion.

Shopbust created a tool that gives feedback to brands **within 48 hours**. The online dashboard and automated reporting provides information on the best performing shops and more importantly identifies shops that require immediate corrective action.

Secure perfect implementation:

- Check on-site branding and operational compliance
- Check pricing – for your products as well as competition
- Check on position of product display & signage
- Check compliance with corporate branding & signage
- Check inventory & out-of-stock status.

Shopbust is Asia's first online platform that provides real-time shopper feedback.

Frequent store checks for an every day smile

In today's society, poor customer service is shared instantly on-line. Brands have to ensure that service quality is consistently good, every day. Traditionally, service levels are checked one to four times per year.

Shopbust believes in **"quality-through-quantity"** and enables brands to measure service levels more frequently without increasing costs. As a brand, you know on a monthly, weekly or even daily basis how outlets are performing and where corrective action is needed.

As a brand owner you create standards that drive operational excellence. Shopbust provides the insights you need to make sure your stores follow those standards. Shopbust evaluates the operational performance against your internally defined goals.

With Shopbust you can check every store, every day:

- Team member appearance, friendliness and engagement
- Waiting and service time
- Cleanliness and general appearance of location
- Product recommendation & up-selling of additional products and services
- Overall on-site customer experience

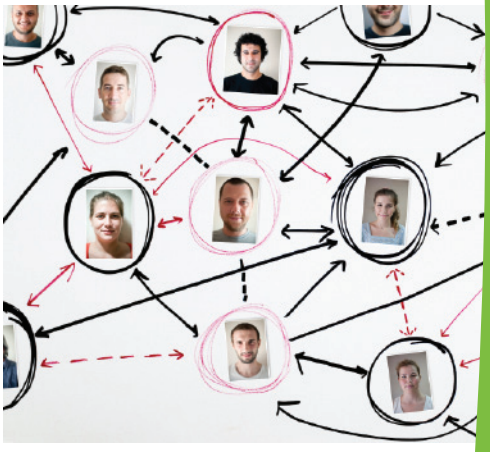
In-store recommendation is proven to deliver a positive uplift of a brand's overall market share, so it is important to measure the reasons for recommendation.

Use of social media to approach the right shopper

An important part of the Shopbust platform is our growing shopper community across Asia. With the use of social profiling technology, we are able to connect brands with the right shoppers. Shoppers can be targeted by their demographics - age, gender, location, education, income and various other social elements e.g. Facebook Likes & Interests.

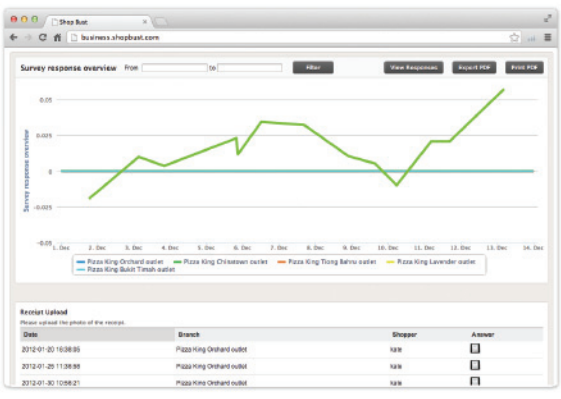
All shoppers are required to go through our online assessment and training before being qualified to perform checks via our platform.

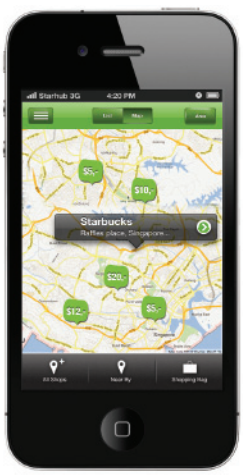
Once the assignment is given to a shopper, the scheduled visit will take place within 8 hours. If for whatever reason the shopper is not able to perform the check, the Shopbust platform automatically reschedules the check to the next shopper to secure a timely feedback.



With Shopbust you are able to:

- Gain access to a large pool of shoppers covering major cities in Asia
- Target the right Shoppers by their demographics, income, education, interests etc.
- Gain access to Shoppers near to your store locations through our mobile platform





The Shopbust online model

The Shopbust team developed Asia's first online mystery shopping platform that combines the speed of the internet, with the thoroughness of traditional mystery shopping. Simply because it automates and eliminates manual processes resulting in 4 simple steps:

Step 1. Create surveys

The survey module is powerful and based on more than 10 years of mystery shopping expertise. 60 sets of surveys covering 20 industries can be selected .

The platform also allows clients to customize surveys with an easy to understand user interface.

Step 2. Target the right shopper

Shopper recruitment is fully automated using new technologies such as mobile and social media.

The right shopper is efficiently recruited through using API's like Facebook Graph and Twitter oath.

Shopbust integrated PayPal API to reduce manual and time consuming admin processes.

Step 3. Fieldwork within 24 hours

After the shopper accepts the assignment, he or she needs to complete the fieldwork and survey within 8 hours. If not completed, the assignment is automatically reassigned to the next shopper to ensure timely feedback to our clients.

Step 4. On-line Dashboard

Shopbust offers real-time reporting, actionable data and insights. Clients have 24/7 access to their mystery shopping reports via our platform. Shopbust reports are customizable and users can choose from different types of visual data representation (e.g. charts, graphs, tables) to better analyze the raw data. All reports can also be exported to a PDF & Excel format.

6 out of 10 customers have a smart phone today. Our mobile application allows shoppers to leave feedback on their latest experience in your store.

Why Shopbust?

Shopbust provides insights to maximize customer experience

Improve operational performance, sales and profitability. Correlate sales results with specific customer experience measurements and Identify areas where new procedures can improve the bottom line.

Real-time shopper feedback

Shopbust is the only platform that provides true real-time shopper feedback. With the real-time feedback from Shopbust, brands can take corrective actions faster and increase their ROI.

100% more value

Thanks to the latest technology, Shopbust charges 50% of the current market fees per visit. Does this mean that Shopbust is 50% cheaper? Not the way Shopbust sees it. By doubling the frequency of visits, Shopbust offers 100% more value and secures a smile every day.

Quality assurance guaranteed

Shopbust believes in authentic high quality shopper feedback. To secure this, we developed a Fraud Detection Module that detects fraudulent entries and ensures that uploaded photos & receipts are genuine. The Shopbust quality assurance team also performs manual reviews to ensure data quality.

Maximum coverage – We know Asia better

Shopbust is expanding rapidly and recruits shoppers from all major cities in Asia. If your business requires regional coverage & expertise, then give us a call.

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