

Confero

Customer Experience Research, Rewards, Results

MYSTERY SHOPPING, BUSINESS INTELLIGENCE AND CUSTOMER EXPERIENCE MEASUREMENT SOLUTIONS

*Confero is a leading provider of customer experience research services
to leading national brands, multi-unit and independent growth companies.*

*Customized solutions measure, monitor and report on front line performance
and customer satisfaction so clients get the business intelligence needed to
grow sales, build brand loyalty and increase bottom line results.*

CLIENTS USE OUR SOLUTIONS TO:

- Spot small problems before they become big ones
- Link incentives to performance
- Identify training and operational weaknesses
- Direct field representatives to locations which require additional attention
- Identify opportunities to serve customers more effectively than the competition
- Build brand loyalty
- Retain customers
- Protect brands represented at retail
- Ensure brand compliance across a wide footprint of multiple locations



SERVICES

MYSTERY SHOPPING

Mystery shoppers offer eyes and ears at the unit level. Clients gain key insights into front line customer service, product placement, wait times, quality and cleanliness. Reports reveal customer experience successes and uncover areas where units, regions and the enterprise are not meeting the corporate standards. Clients use these reports to make corrections that improve sales, operations and the bottom line.

TELEPHONE MYSTERY SHOPPING

Turn calls into sales by listening to call centers and unit-level employees. There is even an option to record calls to hear what employees say to the customers. Reports highlight inconsistent or incorrect answers given to customers across multiple calls. Clients can then zero in on inconsistencies to ensure customers receive accurate information in response to inquiries, are invited into the business and are treated courteously.

CUSTOMER SURVEYS

Learn the key perceptions that drive your customers' reality. Hear the voice of the customer via telephone interactive voice response (IVR) and web surveys. Ask for customer perceptions in a non-obtrusive manner and allow customers to respond at their own convenience, 24/7. Instant email alerts notify clients when a customer's survey indicates a complaint or when a customer requests an immediate reply.

CUSTOMER EXIT INTERVIEWS

Dig a little deeper. Sometimes, you just need to know more. Learn what customers say immediately after interacting with your employees or considering a

product purchase. Determine customer perceptions, brand recall or promotion awareness. Our carefully selected interview team engages customers in conversation to learn more at the point of sale.

ON THE SPOT REWARDS

Increase revenue by turning routine customer transactions into winning opportunities for employees. Instant-reward mystery shops recognize top frontline performers with prize packages. What happens when every employee knows any customer could be the mystery shopper with prizes? A continued focus on sales, service and customers and, typically, a significant increase in revenue. Confero handles everything, including prize fulfillment, logistics and data integration with our clients' HR or shared services functions.

COMPETITIVE INTELLIGENCE

Win more sales. Identify or learn more about a competitor's weakness and your strengths. Compare customer experience and frontline service elements head to head: service, products, timeliness, pricing and cleanliness. Compare elements across entire footprints, states, regions or street corner by street corner.

COMPLIANCE AUDITS

Monitor front line processes to manage risk. Audits can confirm almost any compliance issue in a multi-unit environment, such as confirming in-store promotion execution, unit facility or merchandising conditions, coupon acceptance compliance and more. Digital photos and video services can compliment traditional on-site auditing services.



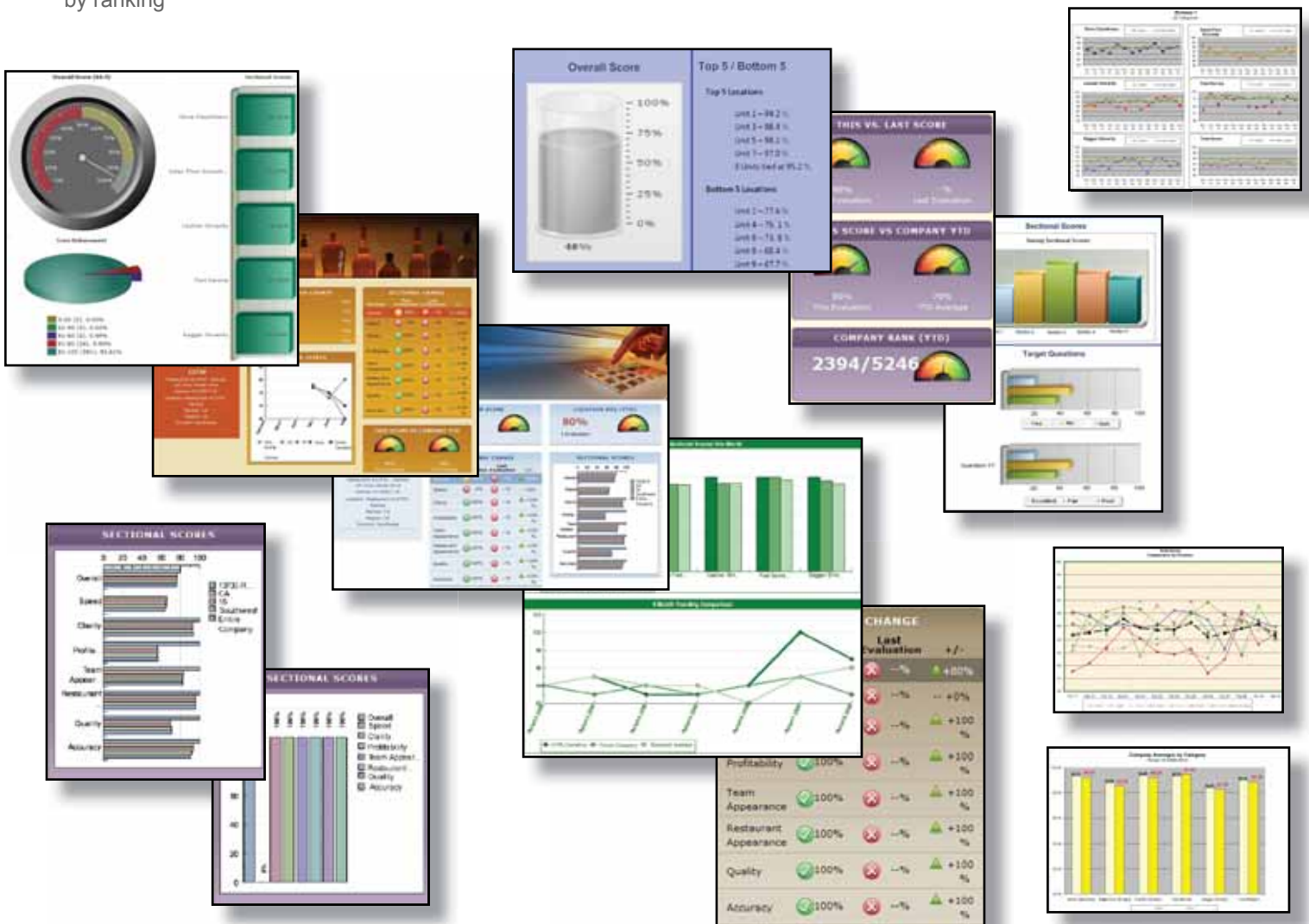
WHY CONFERO?

- A leadership team with a combined 60+ years of experience in the industry
- Experience in diverse industries
- Proven history of long-term satisfied client partners
- Unsurpassed quality assurance process
- Robust, industry-leading web based reporting system and analysis tools
- Incentive programs and prize fulfillment services
- Quality mystery shopper selection and relationships
- Services customized to meet each client's needs
- Experienced, dedicated Client Services Manager for every client program

REPORTING

OUR WEB-BASED COMPASS™ REPORTING TOOLS MAKE IT EASY FOR CLIENTS TO ACCESS RESULTS QUICKLY.

- Get management summaries of your data, 24/7 on demand
- Secure site allows each level of your management to see their own reports
- Dashboard and analyses reports show overall trends and highlight challenges
- Data may be viewed by question, by management level or by ranking
- Filter, drill down and run reports by type of unit, location, department, district and region
- Charts and graphs depict data in easy to review formats
- Review side-by-side comparisons of mystery shop, telephone mystery shop, IVR, and web survey data
- Reports are easily exported to Excel or PDF



Confero's experienced team executes programs for clients in a variety of industries, and through a multitude of channels. Whether the need is for a one-time business intelligence audit or an ongoing customer experience measurement initiative, our team designs and carries out front line measurement solutions to get the essential information that clients need.

INDUSTRIES

- Food and beverage
- Banking
- Retail
- Supermarket and grocery
- Automotive
- Entertainment
- Hospitality
- Education and campus services
- Healthcare and medical

CHANNELS:

- In-store, drive thru, dine-in, carry out, delivery, call ahead
- Telephone: At unit and call center level
- Web and online store
- Merchandising and Pricing
- Product Presentation and POP
- Audits of conditions: Signage, product



CLIENTS:

Our clients are leaders in their industries. Confero's solutions help top companies maintain and increase their competitive edge, by providing them with actionable and relevant information.



EXPERIENCED EXECUTIVE AND ACCOUNT MANAGEMENT TEAM

Confero's executive management team provides a combined 60+ years experience in the customer experience measurement field. Our team has the experience to understand your industry, your competitive challenges, and how to tailor a mystery shopping, customer satisfaction research or field audit program to meet your goals.

We take pride in offering expert management of client projects. Account Managers have extensive experience in the industry, and with Confero, prior to managing client projects, as we believe every client deserves attentive, expert project management. Our process of open communication and the highest ethical standards ensures our clients can continue to rely on Confero to perform well designed, well executed, and well reported projects year after year.

ABOUT

- Founded in 1986.
- Over 130,000 mystery shoppers, auditors and field representatives
- Services available in the United States, Canada, Mexico, Latin America and the United Kingdom.
- National, regional and local clients ranging in size from 6 to 6,000 units
- Consistent leadership and experienced management team

INDUSTRY LEADERSHIP AND RECOGNITION:

- Inc. 5000 List of Fastest Growing Privately Held Companies in America, 2009
- Mystery Shopping Providers Association, Charter Member
- Confero's CEO: President of Mystery Shopping Providers Association, 2010
- Better Business Bureau Accredited: A+ Rating
- Top 100 North Carolina Small Businesses, Business Leader Magazine, 2009
- Top 100 Women Owned Business in North Carolina, DiversityBusiness.com, 2008
- Women's Foodservice Forum, Confero's CEO is an active member
- Certified Woman-Owned Business, WBENC
- Family Friendly 50, Carolina Parenting Magazine, 2010
- Member, Chambers of Commerce, Greater Raleigh and Cary, North Carolina

NAME

Confero is taken from the Latin confer, meaning "to bring together, to contribute".



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