

# Empowering Retail Associates: Using Mystery Shopping to Drive Advocacy and Execution

## USE CASE: RETAIL INTELLIGENCE

### About

A leading electronics brand partnered with Wiser to track executional compliance and associate advocacy through crowdsourced intelligence. With thousands of retail locations, they needed a scalable, data-driven way to assess associate knowledge, brand messaging, and upselling skills in real-time. By measuring how well associates communicate product benefits and influence purchases, they aimed to refine training, boost recommendations, and drive in-store sales.

### Challenges

Training retail associates is essential, but this electronics brand struggled to optimizing its programs and ensuring effective in-store execution.

While they had strong training in place, they lacked clear data on how well associates conveyed product benefits, making it difficult to refine training. With a vast retail footprint, real-time insights into associate knowledge and compliance were limited.

With a vast retail footprint, they struggled to gain real-time insights into associate knowledge and compliance. Their field team managed training and execution in stores, but coordinating visits was inefficient. Without a structured approach to prioritizing locations and scheduling, they missed opportunities to reinforce best practices and maximize sales performance.

### Benefits

#### Mystery Shopping Evaluations



Wiser's mystery shoppers engaged associates in real sales conversations, evaluating product knowledge and recommendations. By acting as customers, they measured how well associates communicated product benefits, directly assessing training effectiveness.

#### Real-Time Data & Photos



Crowdsourced intelligence gave the brand real-time visibility into store execution. Mystery shoppers provided qualitative feedback and photos, tracking associate interactions before and after training. This helped identify improvements and inconsistencies across locations.

#### Actionable Insights for Training Improvements



By analyzing mystery shopper data, the brand identified knowledge gaps and areas needing support. These insights helped refine training, adjust materials, and target coaching, resulting in a more informed sales force and a better customer experience.

### Results



#### Improved Associate Performance

As associates gained expertise in product features, brand messaging, and upselling, they confidently engaged customers, answered questions, and drove more purchase decisions.



#### Enhanced Training Effectiveness

The brand refined its training programs to address knowledge gaps, replacing a one-size-fits-all approach with targeted materials that improved associates' selling techniques and product expertise.



#### Enhanced In-Store Execution

Mystery shopper data helped the brand optimize field visits, prioritize stores needing training, and streamline communication. This improved consistency across locations, ensuring aligned product messaging and customer engagement.



#### Stronger Shopper Experience

Better-trained associates provided more personalized interactions, guiding customers with confidence. Well-informed staff directly boosted sales, improving customer satisfaction and increasing conversions, as shoppers felt more confident in their purchases.

