



H O T E L S
& CONSULTANCY
SERVICES PVT. LTD.

An ISO 9001:2015 Certified Company
Expertise Born Of Experience
Established - 1991

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CASE STUDY

How **Shaw Hotels & Consultancy Services Pvt. Ltd.** helped a leading **Chinese Mobile Handset Company** understand issues related to Customer Experience, Selling Skills, Brand Visibility, Stock Availability and whether Internal SOP's & Process were being followed.

Overview

The Retail industry is one of the most dynamic and fastest growing industries. Vibrant market leaders have proved their best and have sustained successfully in the retail scenario. However, a few lack in service delivery as they do not give adequate importance to Customer Satisfaction and Customer Loyalty, which go a long way in the success of any brand.

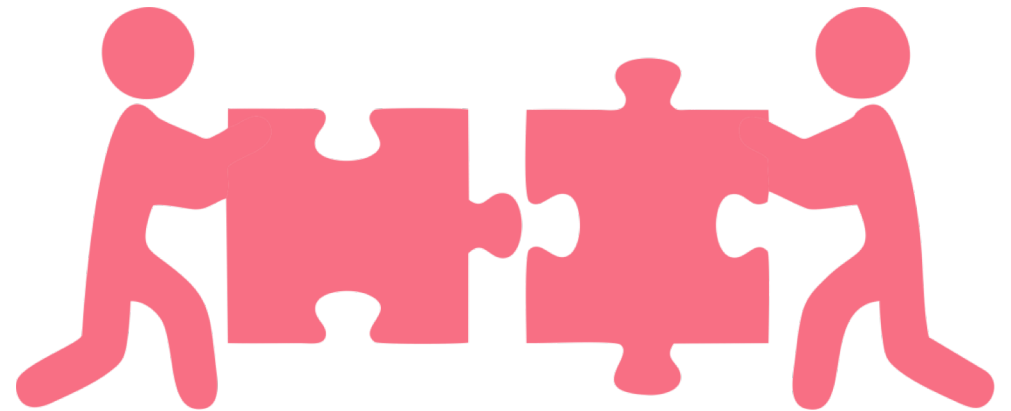
The main objective of this case study is to highlight the role of Mystery Audits in the Retail industry and showcase how **Shaw Hotels & Consultancy Services Pvt. Ltd.** helped a Chinese Mobile Handset Company understand various issues at the distributor store related to brand visibility, stock availability and most importantly, the selling skills of the sales staff and adherence to internal SOP's and processes.



About Shaw Hotels

Shaw Hotels and Consultancy Services Pvt. Ltd. is one of India's leading mystery shopping companies that caters to the hospitality and retail sectors. Through our mystery shopping evaluations and various other Customer Experience consulting services we provide actionable inputs that help positively impact the business.

The parameters of our assessment as well as our value added services are customised to suit our clients needs. We help brands identify gaps and provide actionable inputs.



Problem Statement

A leading Chinese Mobile Handset company popularly known for its affordable pricing with its wide network of distributors and sellers across India reached out to us as they wanted to understand how the brand was performing. With a large number of stores (distributors) across the country, the company was unable to map the quality of the service provided in each of these stores by their company appointed representatives. They wanted to examine if their brand was being promoted well by the distributors & the staff, if the sales staff was able to close the sales properly, if there was a proper availability of the stock and to check if all their processes were in place. Also, it was crucial for them to understand if their staff was well trained to provide the right customer experience.



The Challenge

1

Brand Visibility Across The Stores

Whether the brand signage & marketing materials for the brand were displayed at the distributor store, was there a dedicated counter/display for the brand and whether demo handsets were displayed/visible and were they in working condition?

2

Availability of Sales Staff & Grooming

Whether a dedicated sales staff for the brand was available and present at the distributor store? Was the sales staff well groomed and in uniform?

3

Sales Closure

Whether the staff had the ability or inclination towards closing the sale, any schemes or offers were available, did the staff sell the brand phone in specific or other brand phones which the distributor/seller had in their store?

4

Stock Availability

What was the total stock of handsets (i.e. models) available at the distributor store and the reasons for not having stock?

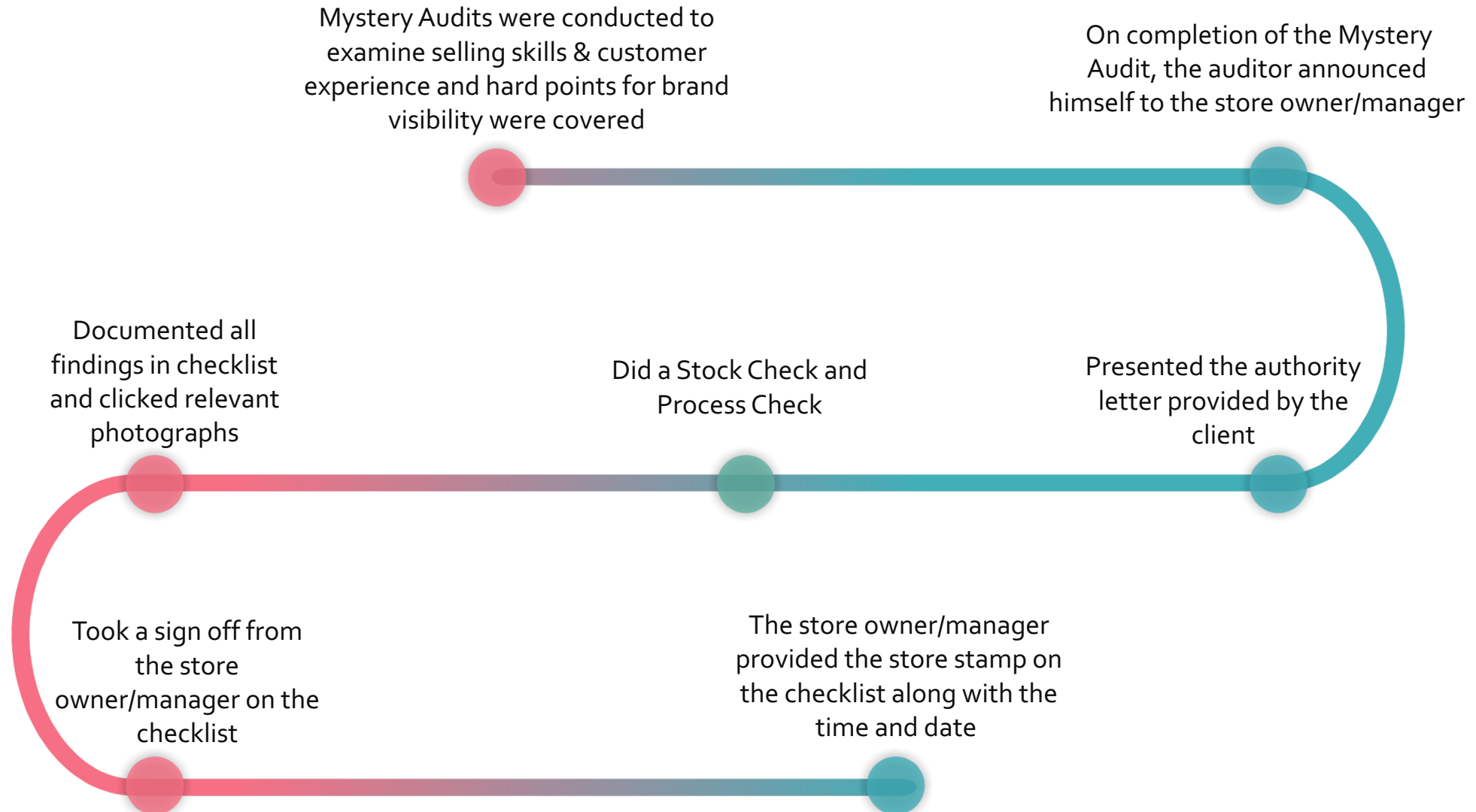
5

Processes In Place

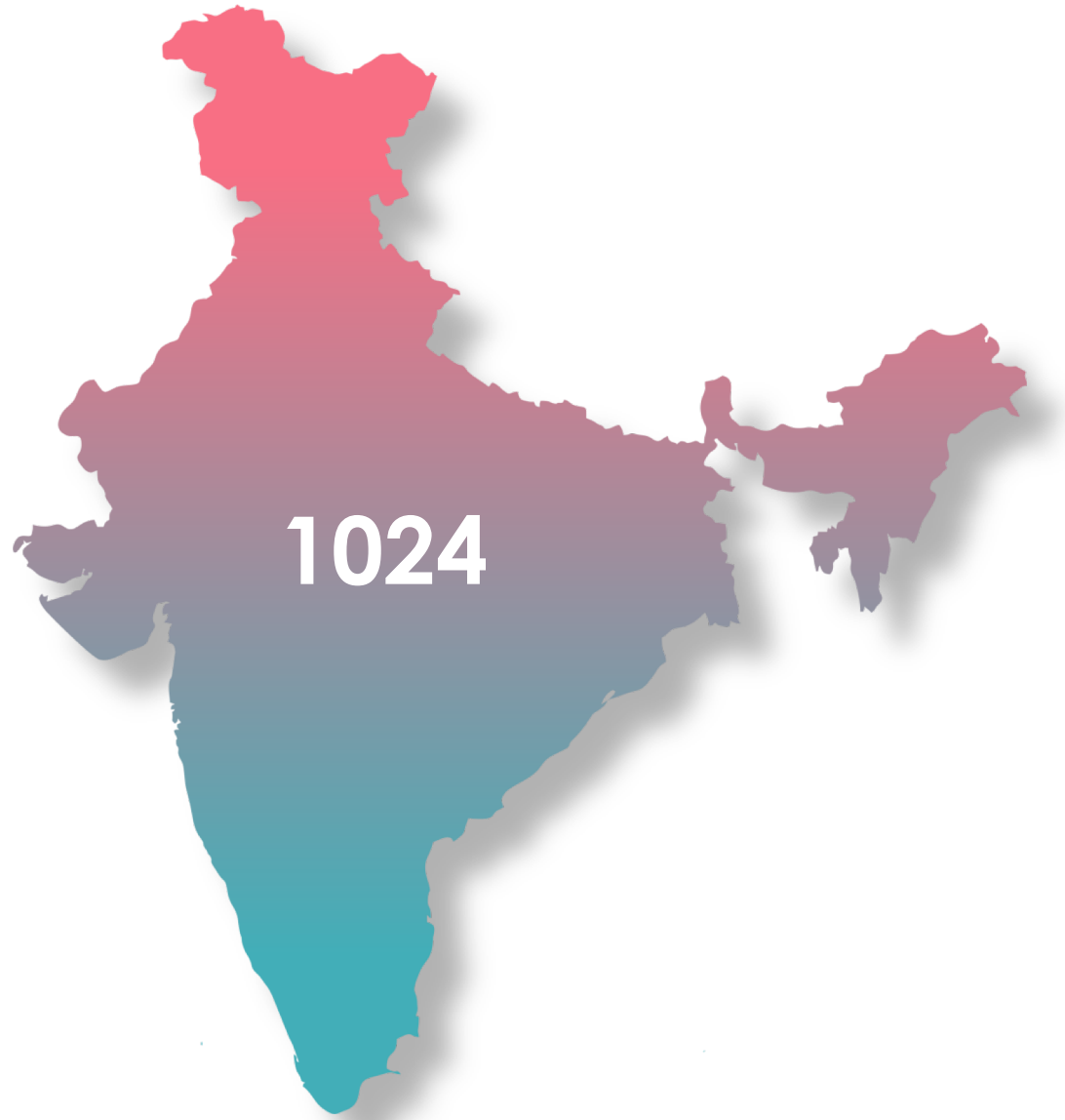
Whether the appointed brand staff was using the technology provided by the brand to report daily sales and issues if any, to the Head Office?

Strategy Roadmap

Shaw Hotels & Consultancy Services Pvt. Ltd. designed a detailed, process-oriented and actionable roadmap for the client

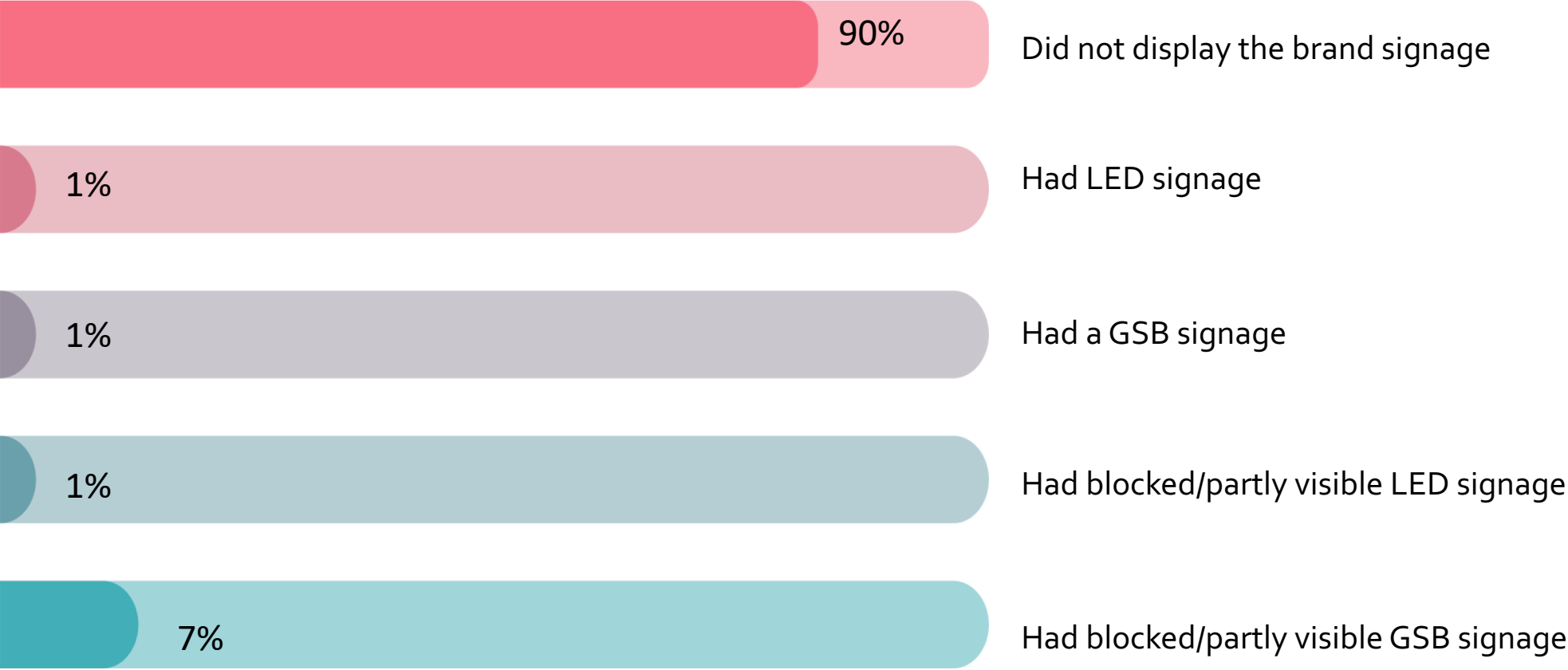


Coverage



1024 Mystery Audits were
conducted pan India

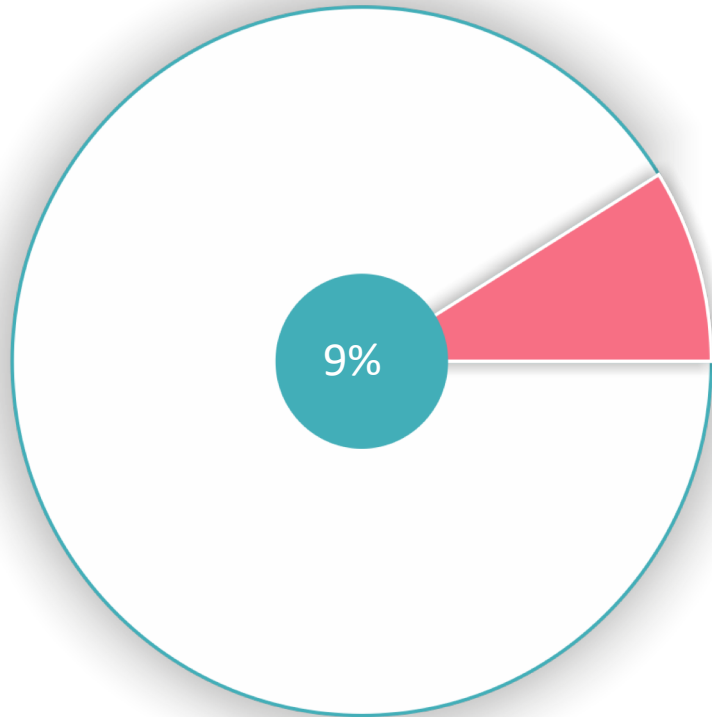
1. Was The Brand Logo Displayed As A Part Of The Exterior Signage At The Distributor Stores?



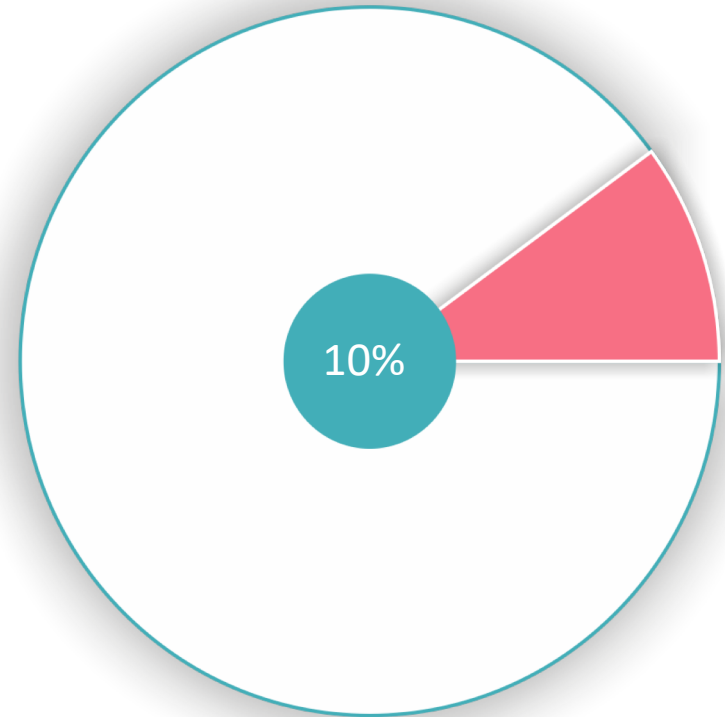
2. Was The Signage Clean And Well Maintained?

Of the **1024 locations** covered, brand signage was present only in **10%** of the locations.

Of the locations at which the signage was present -

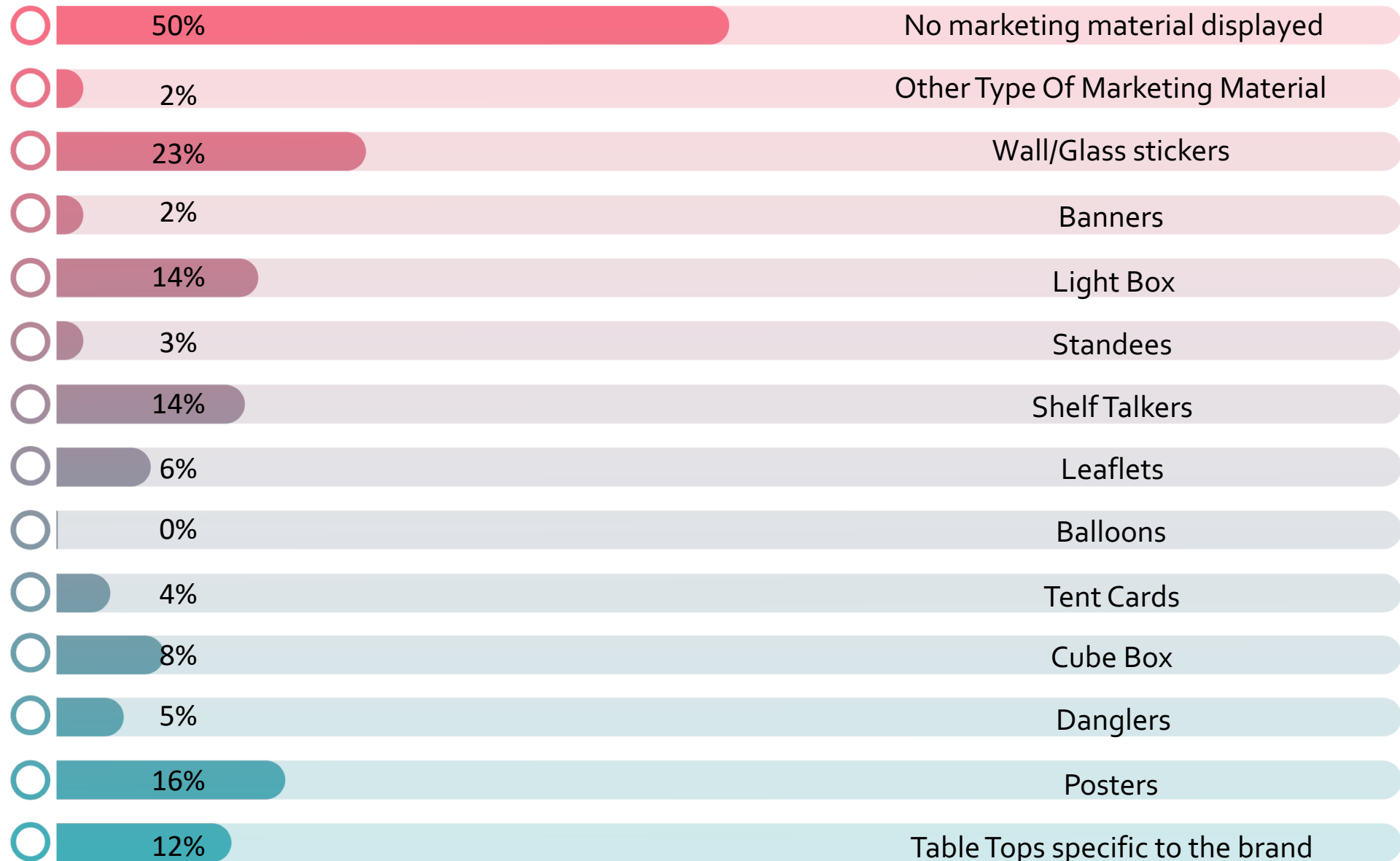


9% of the times the signage was not clean

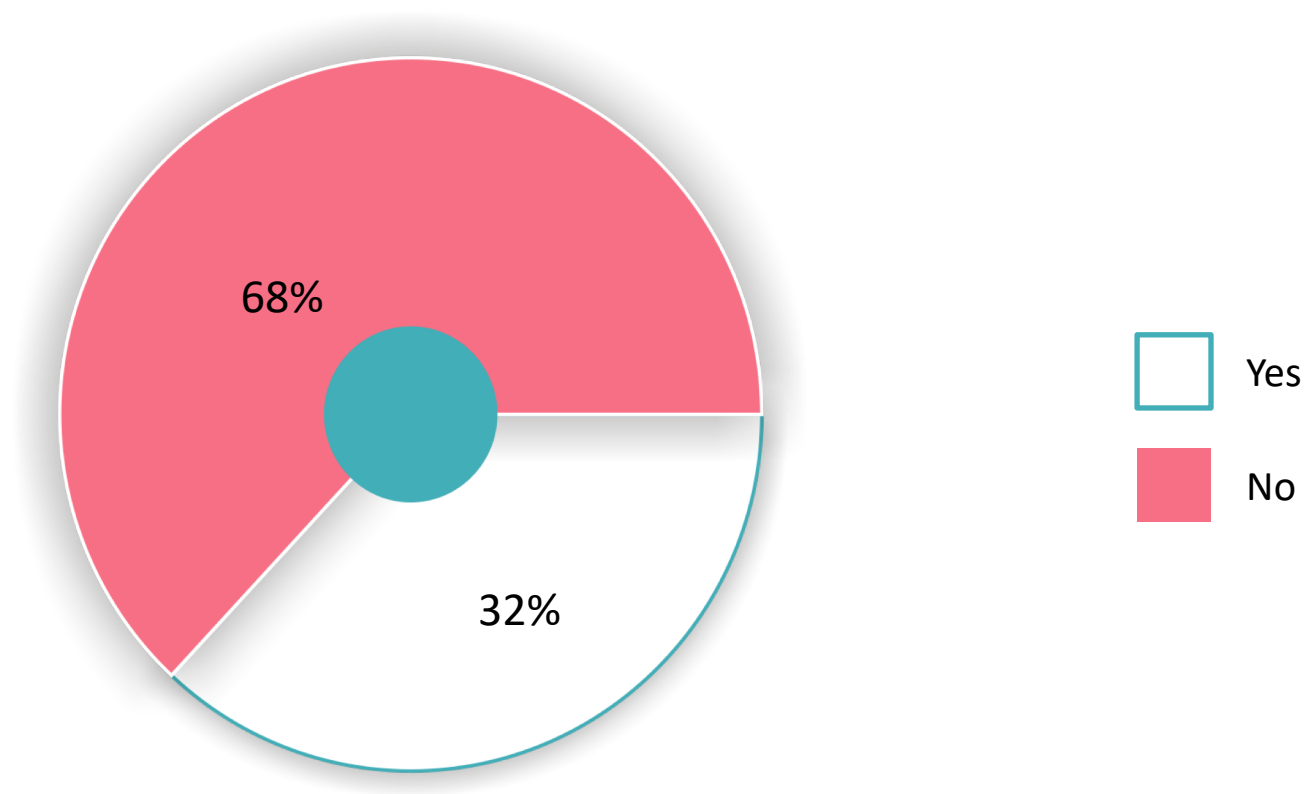


10% of the times the signage was not well maintained (chipped / torn / faded)

3. What Were The Marketing Materials Present At The Distributor Store?



4. Was There A Dedicated Brand Counter At The Distributor Store?



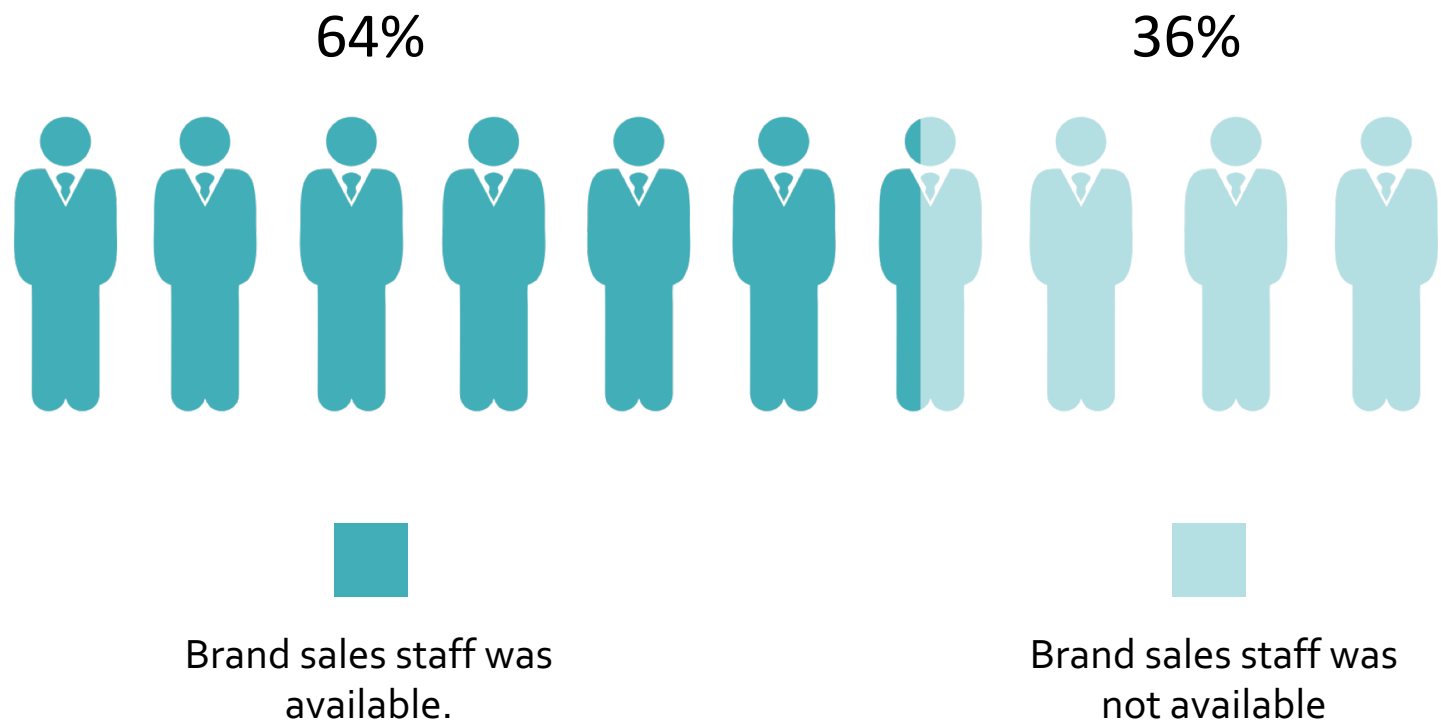
For the stores with a dedicated counter, the data was further broken down into what type of counter was present, i.e. open or closed style.

5. Were DEMO Handsets Available At The Distributor Store?



For the stores, having a demo handset the data was further broken down into being present but being used by the Sales Staff. Also, models numbers of the DEMO handsets were listed out in detail and finally, the condition of the demo phones was assessed as well.

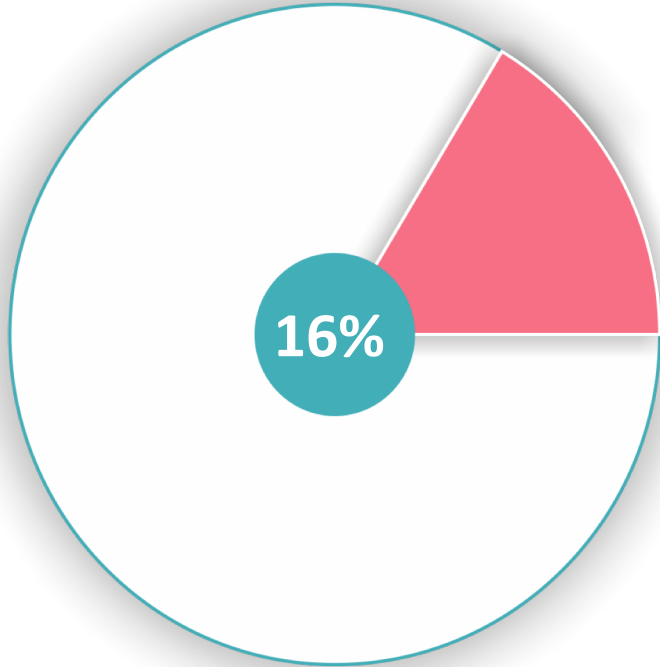
6. Sales Staff Availability & grooming Standards



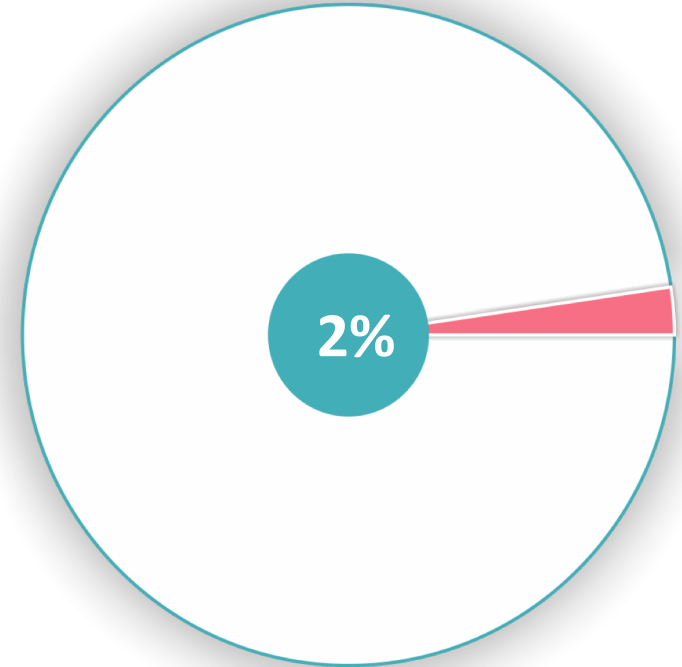
This data was further broken down into, how many sales staff were present in each store for the brand, if a staff was not present what was the reason (resigned, terminated, on leave etc.), identification of the staff, brand uniform and grooming.

7. Staff Selling Skills

Did the sales staff try and close the sale?



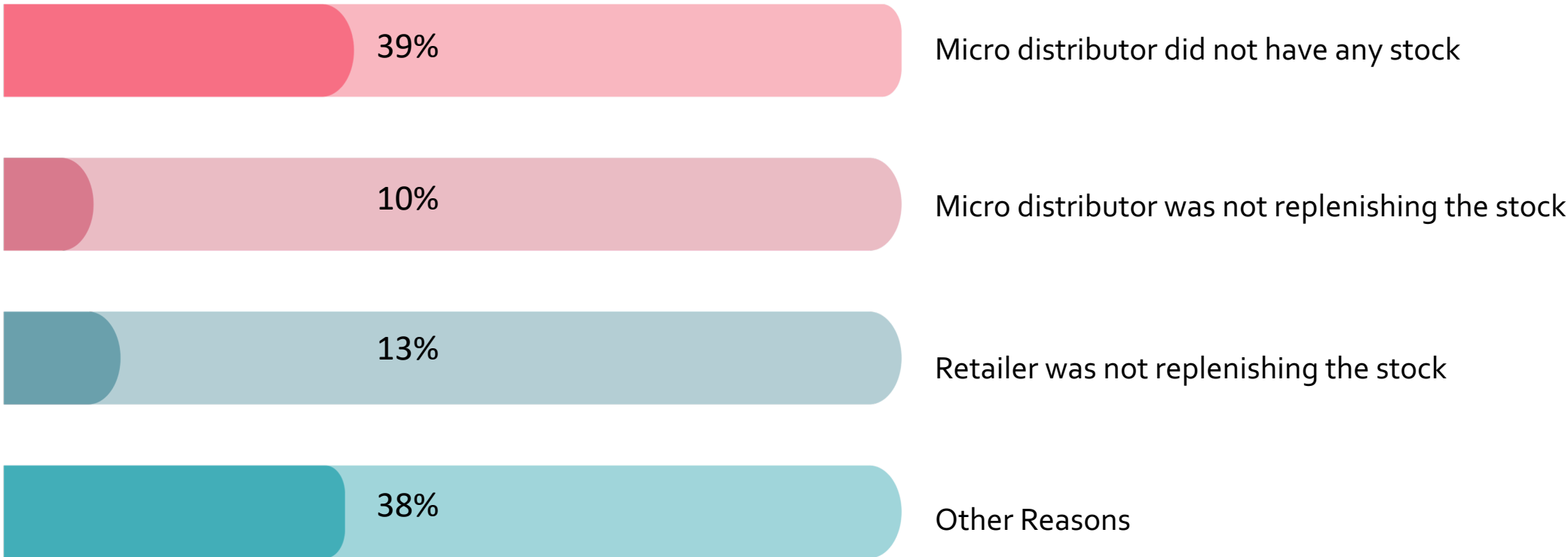
Of the stores in which the staff were present only **16%** tried to close the sale post the interaction



2% of the staff tried to sell another brand handset and not the company brand handset.

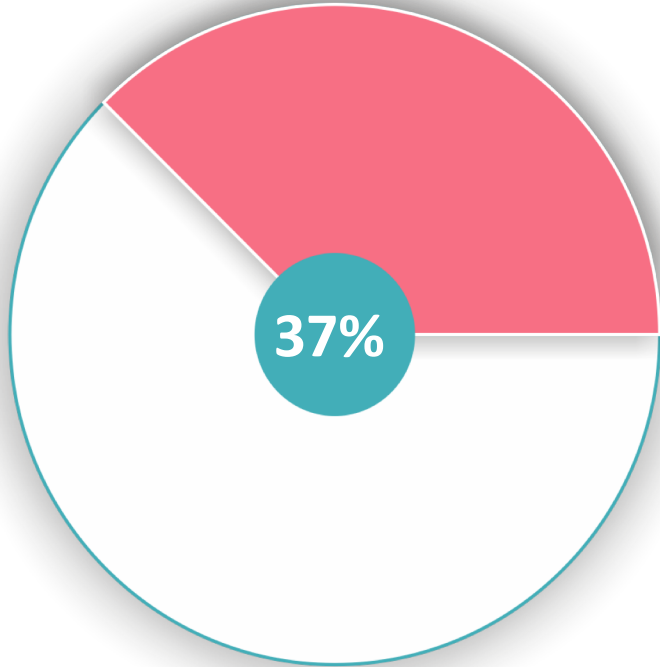
8. Stock Check

A stock check was done at the distributor stores and the following findings were presented for the stock not being available by the staff

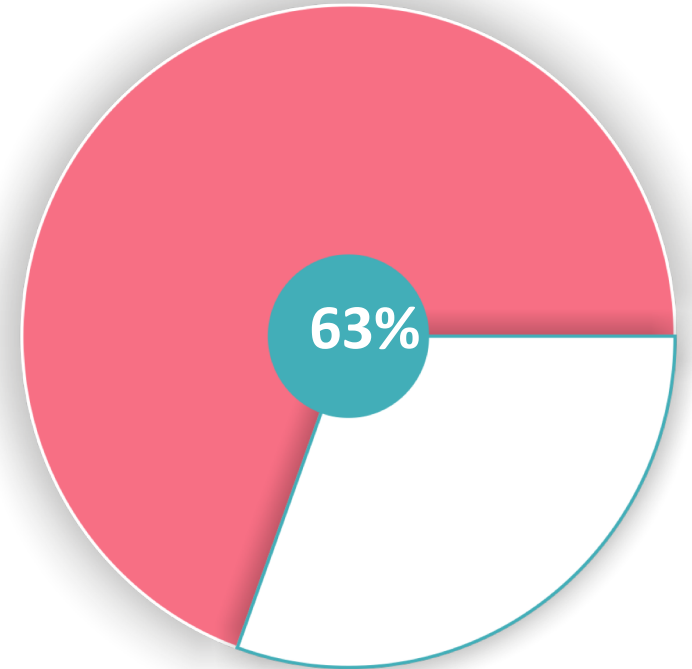


9. Processes

From the total staff present how many used company technology for various processes & reporting?



Staff who did not use company technology



Staff who used company technology

This data was further broken into what it was used for like stock take, attendance, training etc.

Findings

The client was presented with the findings which eventually helped them pull up defaulting distributors and enforced corrective actions against them. Also, it helped them in devising appropriate Training Programs for the sales staff.

Thereafter, the client implemented regular mystery audits to ensure that the distributors and sellers remained alert and followed all guidelines.



Conclusion

The report gives a clear cut picture of how the brand phones were being sold at the distributor store scenario and how taking some corrective actions, the employees (staff) can contribute better and how the management (client) can come up with new strategies which overall benefit to their growth.





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Thank You!

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