

UNVEILING CUSTOMER JOURNEY

How Avolta Leverages Mystery Shopping To Achieve Customer Excellence

November 2024 – MEADFA Conference

ISC-CX

Avolta



جمعية الشرق الأوسط وأفريقيا للأسواق الحرة
MIDDLE EAST & AFRICA
DUTY FREE ASSOCIATION





MEASURING CX AND DRIVING CHANGE

Scaling Excellence: Avolta's Strategy for Consistent Customer Experience

5,100

STORES WORLDWIDE

Consistency is crucial for building trust and loyalty among travelers worldwide.

Mystery Shopping is one of the tools driving meaningful improvements.

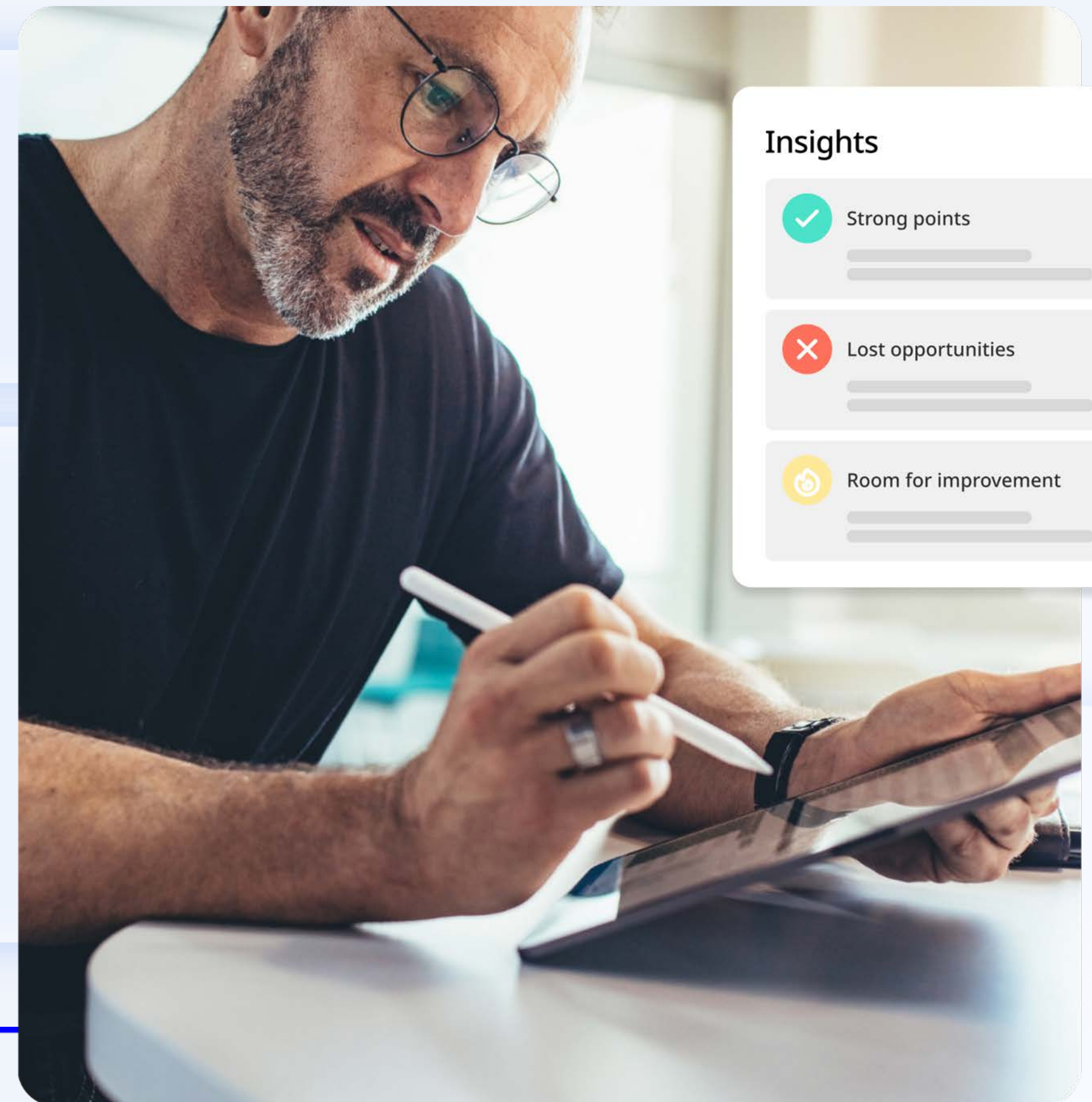
Understanding Mystery Shopping

What is Mystery Shopping?

Trained evaluators interacting like real customers to assess the quality of service, compliance, and overall customer experience.

Why Mystery Shopping matters

- Provides unbiased, objective data of actual customer interactions.
- Offers a true picture of the customer journey
- Delivers detailed and rich feedback - helps to understand situation on the sales floor.
- Identifies strengths and areas for improvement.



MEA SITUATION

Middle East and Africa are experiencing significant growth in Mystery Shopping due to proven impact on Customer Satisfaction.



+90%

**PROJECT INQUIRIES
IN 2024 IN MEA**

ONE CHANCE TO IMPRESS

Mystery Shopping Drives Exceptional Experiences in Travel Retail

Unique Environment

- High customer turnover.
- Limited interaction time.
- Diverse, international clientele.

Challenges Addressed

- Ensuring consistent service across locations.
- Meeting high customer expectations.
- Adapting quickly to changing consumer behaviors.

Benefits

- Enhances customer satisfaction.
- Increases sales and loyalty.
- Provides actionable insights for continuous improvement.
- High degree of flexibility.

MYSTERY SHOPPING IS EXCEPTIONALLY VERSATILE

Use Cases

1. Avolta's new Loyalty Program – Club Avolta

Program Integration:

Mystery shopping reflected loyalty program changes from day one.

Team Motivation:

- Specific questions assessed implementation.
- Staff motivated to excel by ensuring flawless execution.



2. Leading with Responsibility: Audits in Sensitive Sectors Youth Prevention

Purpose:

Ensure compliance with legal standards in tobacco and alcohol sales.

Corporate Responsibility

Protecting brands while safeguarding communities.

Impact:

- Helps companies lead in social responsibility.
- Builds trust with consumers and regulators.

Mystery Shopping can help you in

**any sphere
of travel**

Implementing Mystery Shopping: Best Practices

1

Aligning with Corporate Strategy

Define clear objectives linked to business goals.

2

Process-Driven Approach

- Develop customized evaluation criteria.
- Ensure mystery shopping tasks reflect real customer journeys.

3

Engage Teams

- Conduct workshops to align staff with program goals.
- Foster a customer-centric culture.

4

Actionable Insights

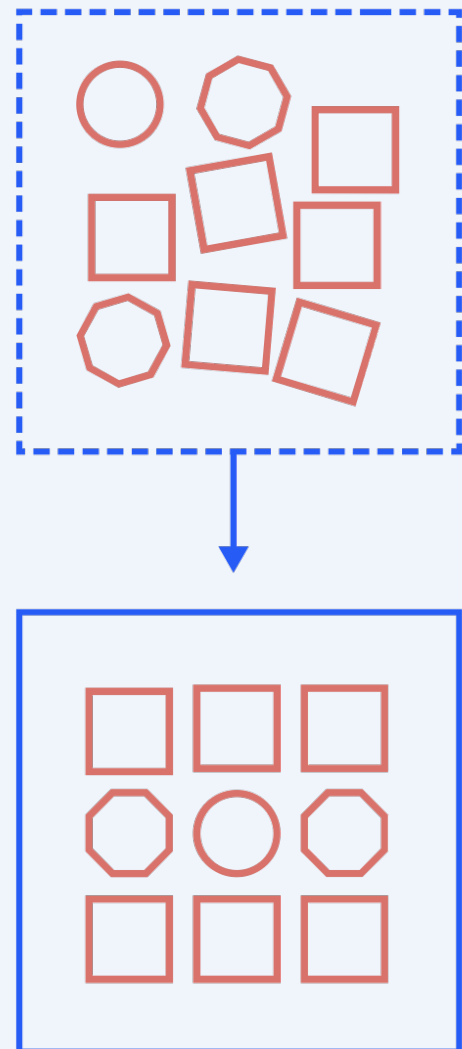
- Analyze data to identify trends and areas for improvement.
- Implement changes and monitor results.

5

Feed insights back into program design.

AVOLTA'S APPROACH

From Data to Action: Transforming Behavior and KPIs



Impact on KPIs

- Direct influence on key performance indicators.
- Offers a 'mirror' reflecting internal self-image and external perceptions.

Fully Objective

- Provides clear, unbiased data.
- Urges immediate action—'Act Now!'

Deep Integration

- Becomes embedded in corporate culture.
- Transforms team behaviors and customer engagement.

ISC-CX COMPANY SNAPSHOT

ISC-CX: the digital customer experience specialist for the world's leading brands

15Millions+

Evaluations performed per year.

20+

Years' constantly evolving experience

and know-how. Over 13 years of travel retail experience.

140+

Countries

with active evaluators.



In-house program design

and software, no outsourcing.



Sophisticated

customizable proprietary software.



True CX Experts

with full portfolio of CX measurements, like VoC, Audits, Close the Loop, Analytics, Consulting, etc.

NEXT STEPS

Shape Exceptional Travel Experiences

"How are you measuring your customer experience?"

CONCLUSION:

- *Avolta's success demonstrates its effectiveness.*
- *How can our solutions help you to optimize your CX?*

CONTACT INFORMATION:



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