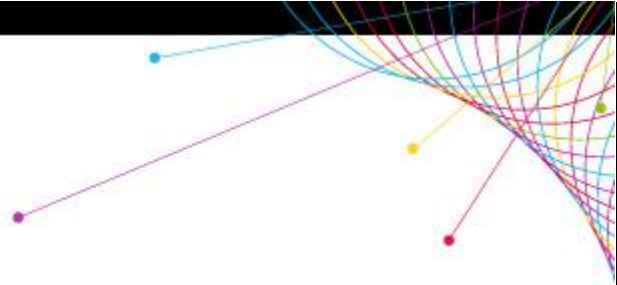




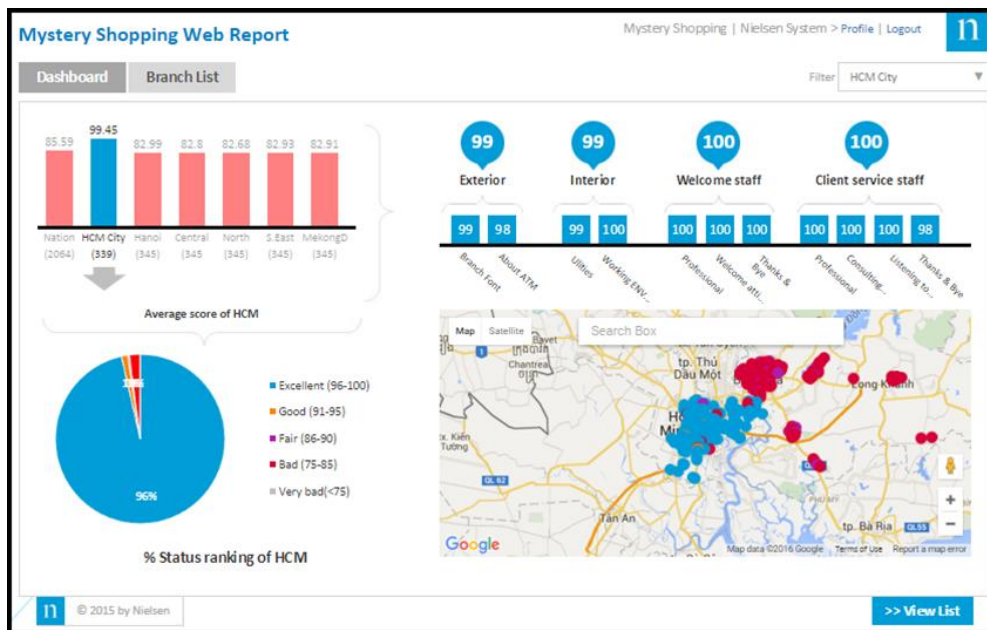
AN UNCOMMON SENSE  
OF THE CONSUMER™



## NIELSEN REAL-TIME MYSTERY SHOPPING - AT A GLANCE

When doing Mystery Shopping, researchers want to uncover what consumers think and how they interact with a brand. By having shoppers walk through the process of service delivery or programs execution, companies can effectively identify points of failure and bring standards up to their targets. But the big question is how to take immediate actions to improve services and performance relative to their competition.

Nielsen Real-time Mystery Shopping offers one of the robust and dynamic reporting systems to help you to take immediate actions and improve the effectiveness of marketing and trade activities such as PG services, front staffs, call center, merchandising etc. **SODA** is the latest tool, designed like a form of self-administered mobile research that lets researchers collect user-generated content through mobile devices.



Clients are able to have real-time results **RIGHT AFTER** the MS is conducted at the stores/branches. Executive dashboard will be generated to provide comprehensive summary and highlights of areas for immediate actions. Moreover, clients are able to access the audio file of the MS and details of MS evaluation.

With this Real-time MS solution, we will help you *to take immediate actions to ensure execution excellence at branches or stores and improve the effectiveness for the marketing & trade activities.*

*Please click on buttons below to find our more or request for a demo session from Nielsen.*

FIND OUT MORE



REQUEST FOR DEMO SESSION



Best Regards,  
Nielsen Vietnam Team

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