Software solutions for In-store promotions

How Touchwork can help you to gain real-time insights into your in-store promotional campaigns

Overview

Retail promotions can form a significant part of the overall marketing spend for a product or brand. In many instances reliable feedback to measure the ROI for these promotions is difficult to gather. This is because the implementation of the promotions is often outsourced to promotional or activation companies who use paper base promotional evaluation forms to provide the feedback.

The solution

The Touchwork Promotional Evaluation solution simplifies this process through providing a single electronic platform for your own and outsourced staff to evaluate each and every promotion using standard cell phones, smart phones, tablets or any other internet connected device.
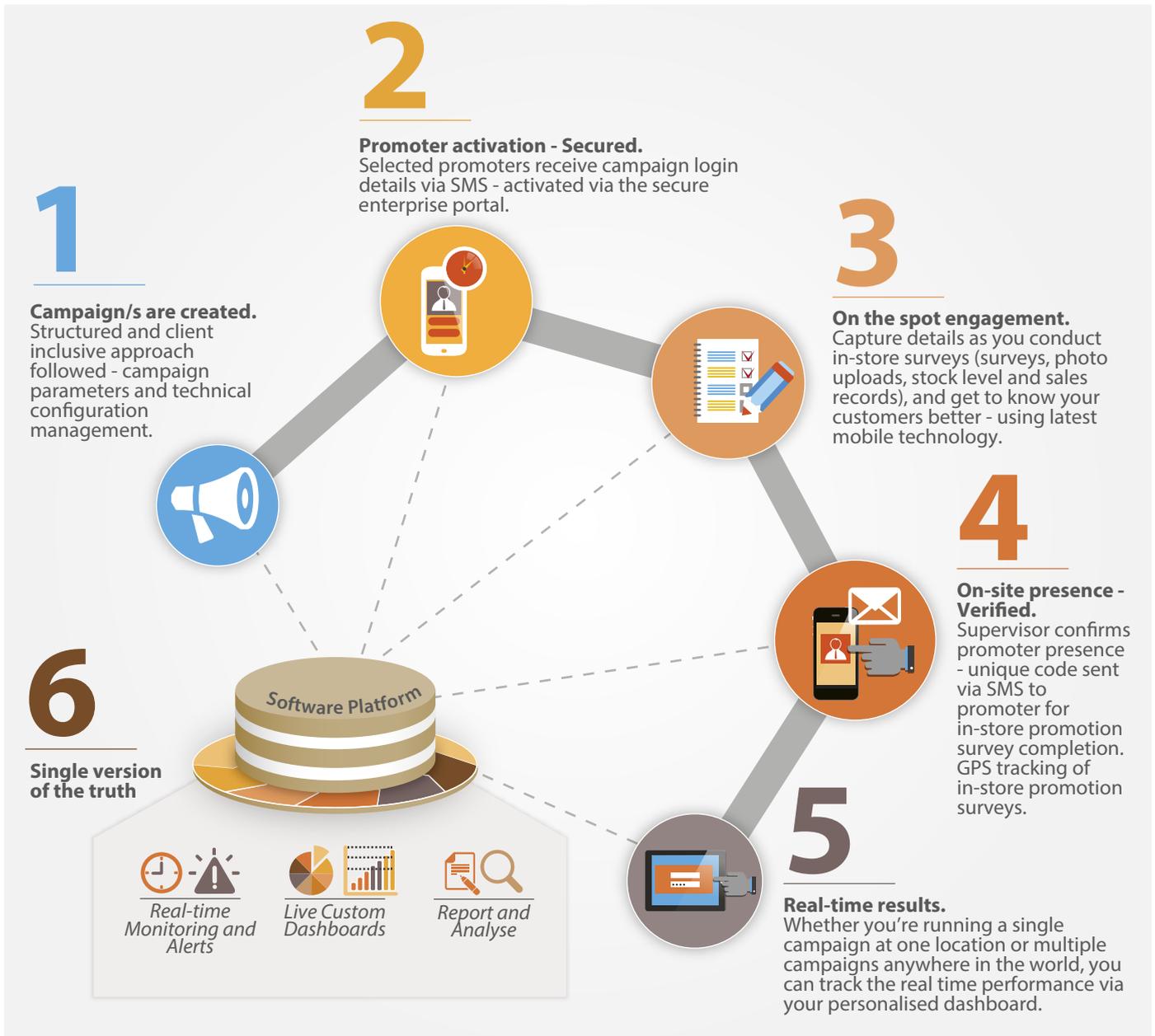
This means the results of the promotions are available in real time and not subject to the delays of promoters faxing forms through to a central point for electronic capture and subsequent analysis and reporting. Customised reports can be configured for different users and distributed automatically by email.

Evaluation questions can be promotion specific and measured against a pre-defined set of criteria to indicate how well the promotion was implemented, or to develop a promotional compliance scorecard. Brand owners are also able to see how the promotional plan is being implemented in real-time through the web reporting interface, and initiate any changes to the mechanics on a timely basis.

Benefits

- Collect real-time data and business insight
- Allows for better performance management and decision making
- Immediately react to exceptions reported
- Increased efficiency in collecting data
- Improved quality and access to historic data
- Reduce costs associated with data collection
- User friendly, easy to implement and manage surveys
- No additional investment in hardware

touchwork *in touch with your world*

How it works

2

Promoter activation - Secured.
Selected promoters receive campaign login details via SMS - activated via the secure enterprise portal.

1

Campaign/s are created.
Structured and client inclusive approach followed - campaign parameters and technical configuration management.

3

On the spot engagement.
Capture details as you conduct in-store surveys (surveys, photo uploads, stock level and sales records), and get to know your customers better - using latest mobile technology.

4

On-site presence - Verified.
Supervisor confirms promoter presence - unique code sent via SMS to promoter for in-store promotion survey completion. GPS tracking of in-store promotion surveys.

6

Single version of the truth

Software Platform

Real-time Monitoring and Alerts

Live Custom Dashboards

Report and Analyse

5

Real-time results.
Whether you're running a single campaign at one location or multiple campaigns anywhere in the world, you can track the real time performance via your personalised dashboard.

About Touchwork

Touchwork is a global leader in Mobile Actionable Intelligence solutions and value-added services that help organisations worldwide capture, analyse, and act on information in real-time – anytime, anywhere. Touchwork's enterprise solution puts the right information in the right hands at the right time. In doing so, organisations can achieve first class physical asset performance, enhance products, customer experience, processes, and workforce performance; reduce costs and liability; and generate revenue and gain a competitive advantage.

The Touchwork Family of Solutions

FIELD SERVICE MANAGEMENT

CUSTOMER EXPERIENCE MANAGEMENT

AUDIT AND INSPECTION MANAGEMENT

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