

RETAIL I.Q.



Get hands on real time moments of truth, enriched with in depth retail insights

Customers are forever to stay but with changing shopping and purchasing experiences, demands and responses. With this change in demands, retail industry has faced a lot of turbulence that has proved out to be equally beneficial and disruptive at times. To win the ever changing industry scenario, need of capturing proper insights, in-depth analysis of issues and opportunity areas becomes a major parameter.

Mystery shopping is one way to get a clear picture of the existing processes, staff performance, ambience, infrastructure etc. and to gather, collate and analyze this information on a single platform provides depth to the activity. From Brick and Mortar stores to ecommerce platforms the retail industry has seen a vast shift within a very short span of time. As technology and internet have influenced the industry therefore there's a need for an automated retail platform that can enable in RCA, reduce TAT and enhance efficiency of any retail store.

Retail I.Q. tool developed by QDegrees is a mystery/informed audit platform which is an impeccable combination of technology and human intervention. The platform has both Mobile Application for distributed work force and web interface for the back office management.

Keeping pace with
the dynamic retail
industry

Introduction...

- Provides detailed and in-depth dashboard to drive 360* view of scores across locations with recommendations and act
- State of the art technology used to develop, optimization to work at low data rates and integrated with cloud infrastructure.
- Maintaining compliance to the best data security and privacy policies.
- Well defined workflow to manage mystery shopping assignments, artefacts capturing, quality check, completion and submission of final reports.
- Web based dashboards providing access to reports detailing over all as well as analysis of the scores generated.
- Store tagging and image capturing.
- IMIE - ID Mapping.
- Hints and references.
- Analytics to bring out the factors impacting the customer experience
- Overall observation and recommendation as a customer.
- Data security
- Control over audit allocation
- Dynamic check-list and immediate implementation
- Certification and Calibration
- One agent view & ranking (EQ, NPS, IQ, other quality matrixes)
- Steps taken and time spent in store by agent
- Customized web dashboards
- Detailed and drilled down reports

Why Automation?

Key Features

Building a seamless retail experience through automation



Robust Data Security

- End to end process tracking and automatic removal of captured artefacts from the device.
- Two factor authentication of every registered individual on the application along with IMEI ID mapping
- Encryption of captured data.
- GPS compliance

Easy Data Management

- Easy management and browsing of media captured whenever required
- Ensures authenticity of status of the parameters
- Enhances deliverable for the auditors and amplifies the number of audits.

Reducing efforts

- Digitally converted data
- Reduced TAT, on time delivery of quality assured insights
- Internal check mechanism
- Strong measurement to deliver best in class customer experience.

Connect with us

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