



## Customer intelligence solutions that substantially increase average ticket sales

With stagnating growth from new customers, a specialty products retailer with over \$1B in annual sales asked Reality Based Group to design a solution to increase average ticket price. Reality Based Group™ (RBG) provided them with an integrated suite of customer experience and merchandising solutions including in-person mystery shopping (utilizing proprietary GameFilm® process) and survey tools to determine where improvements in the sales process could be enhanced.

### Finding the breakdown

Utilizing proprietary GameFilm® technology and post visit survey tools, RBGs mystery shoppers made visits to all company stores over a six-month period, targeting different employees and rating their customer service interactions. Over a six-month data collection and research period, RBG learned that employees were asking customers to purchase additional items only 20 percent of the time, well below the national average of 33 percent. And when employees did suggest additional items, they were not making effective enough sales pitches.

Increasing the average ticket sale per customer would require an enterprise-wide sales training program to integrate more suggestive selling and hold them accountable.



### The management action plan

RBG implemented a manager action plan with the retailer to improve customer service from the top leadership all the way down to the field level. The goal of the program was to provide a uniform way for leadership to communicate their intent with their employees, give them the necessary skills, and hold them accountable for their new behaviors.

The action plan involved a detailed report and video highlights of sales interactions through a web-based dashboard so all managers could see first-hand where they were missing opportunities. The video also showed interactions that were executed well so that so new training methods could be deployed uniformly across its entire chain of stores.

Over the next six-month period, all store managers were required to continuously meet and train their employees based on the programs employed by RBG. They constantly talked about add-on sales, watched videos, and reported on progress. At the same time, RBG continuously sent mystery shoppers into each location to gauge the success of the action plan and see if they were moving the needle. The effects of the manager action plan provided by RBG have been significant. Within six months, the retailer was able to gauge a 20 percent jump in the average ticket price. The research validated the increase as the employees were now asking for add on sales over 54 percent of the time. With even more opportunity to increase average sales, the retailer is firmly positioned to grow revenues without significantly attracting new customers.

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