

Press Release 26<sup>th</sup> Sept 2011:

## SKOPOS Brings **SKOPOS** NEKXT™ Mystery Shopping and Point of Sale Optimisation Service To the UK



After several years of successful growth in Europe, and especially in Germany from where it is headquartered, **SKOPOS** NEKXT™ comes to the UK. European work has already covered leading brands including Apple, Audi, Fiat, Microsoft, T-Mobile, Total Fuels, various Lotteries, etc. With regard to the latter, Point of Sale **Age-Checks** are a key specialism of NEKXT.

**SKOPOS** NEKXT™ specializes in touch-point evaluations, i.e. in the measurement and optimization of the contact quality between companies and their customers. This includes not only cross-channel personal contacts, but also hard facts (e.g. POS design) and systems (e.g. Website).

The NEKXT approach uses an unfolding set of strategic optimisation questions including:

- How customer-oriented are your company standards and processes?
- How are your service and quality standards implemented by staff, do they make sense in terms of impact on the customer?
- How can we measure and develop the quality of your customer contacts?
- How can we test and effectively improve the advisory service and sales activity of your staff?
- How can we attain and retain prospects as your customers?
- Are you compliant for regulatory and legislative matters?



**SKOPOS** NEKXT offers a unique range of services on the subject of POS optimization, which helps to answer the questions indicated above. The approach is holistic and is based on a continuous improvement process.

SKOPOS has invested in its own pan-European **mystery fieldforce**, but also partners with specialist field agencies to deliver against almost any Touchpoint Evaluation brief. Data collection is carried out through high precision and carefully controlled SECRET SHOPPING (retail/catering), COVERT CALLING (call centres), UNDISCLOSED USAGE (websites), ETC.



**Let's look forward...**

This specialist division is a member of the **MSPA** and will operate across all SKOPOS Geographies and Sector Units, and is headed up by Group MD, Marcus Dreyer. In the UK, Director Paula Juson will direct all aspects of NEKXT.



**SKOPOS Director, Paula Juson, says...**

*“SKOPOS has always prided itself on its desire to improve and optimize our client’s products, services, communications and experiences. To enable us to broaden this scope, we have been quietly investing in a Mystery Shopping expertise over the last few years, and its culmination is SKOPOS NEKXT.*

*We very much look forward to helping our UK-based clients with all aspects of mystery shopping and touchpoint optimisation”.*

**For more information please contact:**

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**About SKOPOS market insight**

**SKOPOS market insight & consultancy Ltd.** is part of **The SKOPOS Group** headquartered in Cologne, with offices around the world. SKOPOS delivers actionable customer insight generated from precision market research (using traditional methods as well as more modern online/mobile surveys and qualitative techniques). Applications include website and SEO evaluation, customer satisfaction, market sizing/profiling; e-mail marketing campaign evaluation, etc... all from a customer/user perspective with **the strongest analysis, interpretation and holistic market knowledge.**

[www.SKOPOS.info](http://www.SKOPOS.info)

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