



Food & Beverages



CASE STUDY | FRESH O FARM



BRAND



- Retail Brand
- Market Research for an FMCG
- 33 Stores
- 1 City

OBJECTIVE

- Measuring Consumer Experience across Retail Outlets
- Understanding staff behaviour and etiquette
- Understanding the purchasing process of the consumer
- Consumer insights into the product and pricing

APPROACH

- 2 - 3 star rated auditor Used
- Outlet was analysed and the ease of navigation was checked during the visit
- Purchase was done to understand the billing process

OUTCOME

- Actionable insights on staff skill assessment
- Feedback measured across stores at different levels of interactions for a better understanding of the process
- Identification of training opportunities and implementations were mapped

CASE STUDY | CHAI POINT

BRAND



- Food & Beverage Brand
- 30 Stores
- 6 Cities

OBJECTIVE

- Measuring consumer experience across India
- Staff assessment
- Store hygiene & food quality
- Ordering and billing process check

APPROACH

- 1-3 star rated auditor Used
- Auditor Aged between 18-25
- Walk-in visits & Google Locations checked before visit

OUTCOME

- Actionable insights generated on brand communication gap
- Staff Quality measured across Geographies at different levels of interaction
- Training Opportunities generated to improve store performance month on month

CASE STUDY | OH SO STONED

BRAND



- Food & Beverage Brand
- 180 Stores
- 33 Cities

OBJECTIVE

- Measuring Consumer Experience across India
- Brand Visibility across stores
- Store Hygiene & Staff performance
- Food quality and billing process

APPROACH

- 2 - 3 star rated auditor Used
- Auditor Aged between 20-30
- Store performance measured in 1 hour visit time

OUTCOME

- Actionable insights generated on brand communication gap
- Staff Quality measured across Geographies at different levels of interaction
- Training Opportunities generated to improve store performance month on month

CASE STUDY | BIRYANI BLUES

BRAND



- Food & Beverage Brand
- 50 Audits
- 3 Cities

OBJECTIVE

- Measuring consumer experience across Delhi NCR
- Staff assessment
- Process compliance & food quality
- Ordering and billing process check

APPROACH

- 1-3 star rated auditor Used
- Auditor Aged between 18-25
- This was a telephonic audit. Ordering process compliance was to be checked by calling the toll free number.
- The audit was location specific

OUTCOME

- Actionable insights generated on brand communication gap
- Staff Quality measured across Geographies at different levels of interaction
- Training Opportunities generated to improve store performance month on month