

Poor Customer Service Leads to a 16% Loss

A recent study conducted by M/A/R/C[®] Research and National In-Store found over 16% of consumers said they would stop visiting a store all together as a result of a bad customer experience. In store categories where consumers actively seek out advice and knowledge from sales associates, namely Consumer Electronics and Home Improvement stores, consumers feel it is important to have sales associates that can assist them. Over 95% of consumers indicate sales associates are very/somewhat important, with two-thirds indicating they are very important.

“The role of sales associates is further reinforced by the results of our survey,” said Erika Cinicolo, Research Manager at M/A/R/C Research. “While product and price may bring customers in the door, executing the expected level of customer service keeps them from walking out and into a competitor’s store.”

The study included shoppers at stores in eight categories: Consumer Electronics, Office Supply, Mass Merchandisers, Club, Department, Grocery, Drug, and Home Improvement stores. The study included responses to an online survey from over 12,000 shoppers, and in-store audits of almost 4,000 office supply and consumer electronics stores.

To download the full study and receive a free subscription to *MEASURE – A Monthly Measurement of the Retail Experience* please visit: www.marcresearch.com/measure or www.nis-retailmetrics.com/measureonline.html.

M/A/R/C[®] Research is a full-service marketing research and consulting firm that uses innovative qualitative and quantitative methodologies to help clients launch better products and services, find new and valuable customers, and build stronger brands. Our proven marketing issues platforms support clients’ brand building efforts.

Assessor[®] – a new product development and optimization platform – helps clients “green light” ideas, evaluate concepts, forecast the sales and market potential of developed offerings, or optimize marketplace strategy.

MarketLink – a brand (BrandLink) and customer (CustomerLink) development platform – identifies and quantifies actions driving brand health and customer loyalty.

Custom Portfolio – a collection of structured, yet flexible research offerings – is designed to meet clients’ diverse needs with solutions ranging from eye tracking (OptiMARC) to segmentation (enCompass) research.

Retail Metrics, a division of **National In-Store**, is built around the philosophy, “What gets measured, gets done.” We provide retailers in-store Inspections, Measurement, and Score-Carding services to correct and achieve strategic goals, as well as determine areas of opportunity or success at a total chain or individual store level. The overall goal is to improve sales and profits through improved in-store execution. Our subject matter expertise in retail audit and operations along with our national presence ensures coverage to your entire footprint.

National In-Store is the fastest-growing U.S. retail resources provider, serving more than three million retail sites annually with more than 10,000 field associates. NIS offers a wide range merchandising support services.

Both M/A/R/C Research and National In-Store are a part of the Omnicom Group Inc. (NYSE:OMC) (www.omicomgroup.com). Omnicom is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations, and other specialty communications services to over 5,000 clients in more than 100 countries.

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