Global Market Research Company

We design research and develop brands

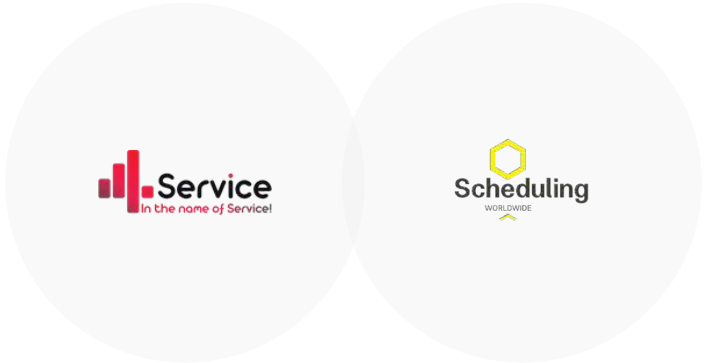
4service Holdings GmbH

Two Brands – One Mind Map

450+
active projects

1,6 mln.
of evaluations
planned for 2019

One of Top-10
European CX agencies



18 years
of experience

9 representative offices
– AU, UA, RU, BG, TR, GE, BE, KZ, RO

55 countries
research coverage

MSPA ELITE MEMBER

We are Elite member of professional leading Mystery Shopping Providers association MSPA Europe.

ESOMAR member

Our International Experience

900.000+ of evaluations were already completed during 2019

Coverage

Map & Panel

500 000+

Mystery shoppers database

29

Languages we speak and support

AF	Afghanistan	196
AL	Albania	576
AM	Armenia	762
AT	Austria	1031
AZ	Azerbaijan	1495
BY	Belarus	4674
BE	Belgium	2327
BA	Bosnia and Herzegovina	717
BG	Bulgaria	1760
HR	Croatia	1369
CY	Cyprus	545
CZ	Czech Republic	1028
DK	Denmark	2299
EE	Estonia	736
FI	Finland	1968
FR	France	3558
GE	Georgia	4105
DE	Germany	15348
GR	Greece	514
HU	Hungary	1482
IS	Iceland	20
IE	Ireland	298
IL	Israel	734
IT	Italy	13445
KZ	Kazakhstan	68685
KG	Kyrgyzstan	337
LV	Latvia	512
LI	Liechtenstein	7
LT	Lithuania	524
LU	Luxembourg	199
MK	Macedonia	146
MT	Malta	133
MD	Moldova	1138
NL	Netherlands	4995
NO	Norway	7434
PL	Poland	4381
PT	Portugal	2196
RO	Romania	5685
RU	Russia	468710
RS	Serbia	1098
CS	Serbia and Montenegro	1088
SK	Slovakia	3065
SI	Slovenia	1749
ES	Spain	2215
SE	Sweden	2100
CH	Switzerland	1446
TJ	Tajikistan	85
TR	Turkey	31743
TM	Turkmenistan	81
UA	Ukraine	235959
GB	United Kingdom	5855

4service Holdings Brand Story

450+

famous brands
work with us

1.600.000

surveys will be
performed in 2019

98%

of companies extend the
contracts year by year

2001

– 4Service Company was established in Kiev operational hub.
The first Mystery Shopping provider in CIS

2005

Member of Mystery Shopping Providers association MSPA Europe

2006 - 2009

Opening 9 new offices in Western Europe and CIS

2010

35,000 shoppers
100 projects
300,000 evaluations per year

2011

New brand 4Service Scheduling created as a b2b field partner for Mystery Shopping providers in Europe and beyond

2012-2016

1,500,000 visits done 450,000 shoppers, 11 offices opened
Elite member of MSPA 2 times in a row

2017-2019

Customer experience transformation
Company grew 350%, covering 55+ countries and stayed the most cost-effective company in research market

How we work

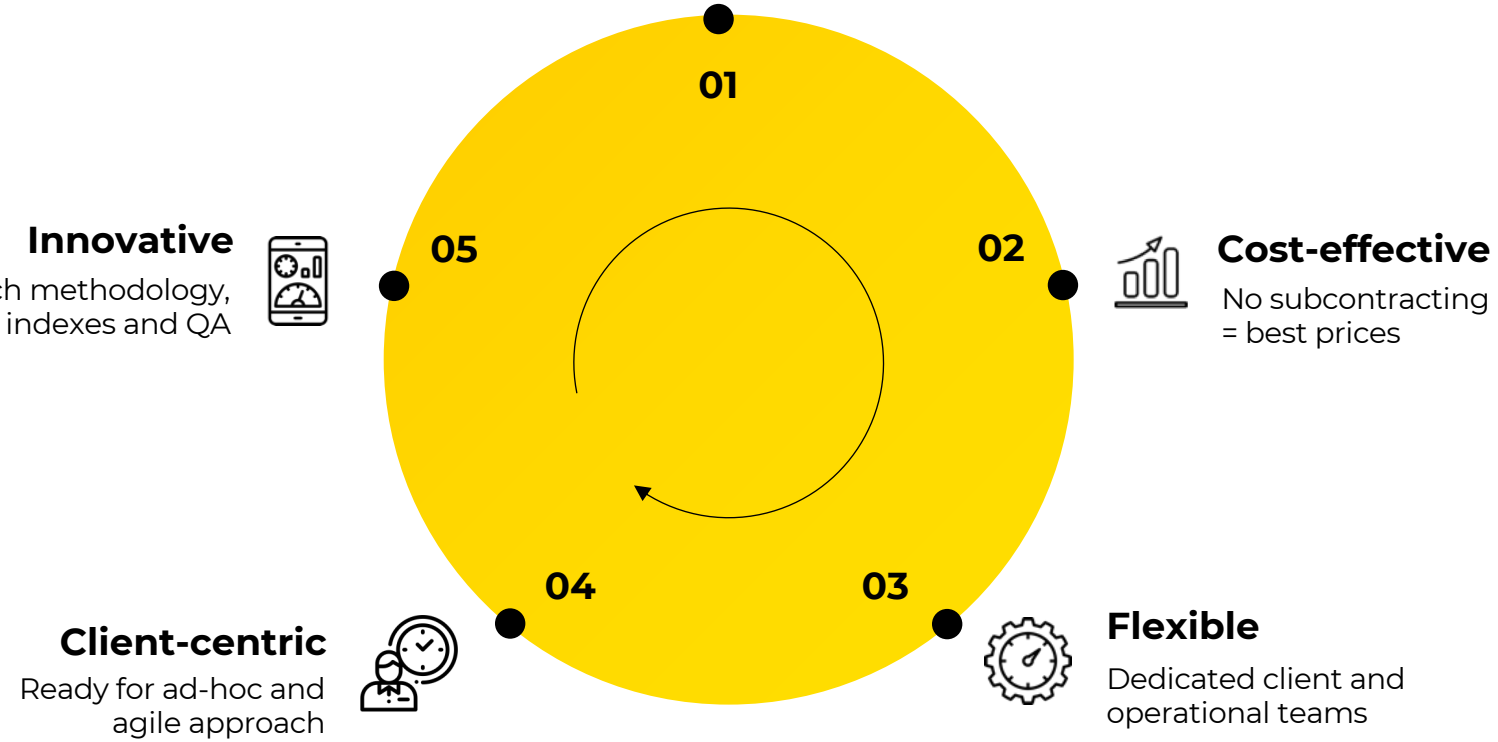
Full cycle research design

Integrated & creative partner
In case you need to design and create your market research from scratch and find service insights

Project approach

Fieldwork & strategic partner
Whether you already have a brief and you need a tactic partner for your product or end client

4service **Business Model**



Unique

We cover all 55 countries in house

Cost-effective

No subcontracting = best prices

Flexible

Dedicated client and operational teams

Client-centric

Ready for ad-hoc and agile approach

Innovative

Own research methodology, research indexes and QA

Other Provider	VS	Service foundation for business
Outsource	**Business model**	In-house projects
Expert model	**Rotation**	Customers model
Market Share, Retail data	**Expertise**	CX & Mystery Shopping
More about operations	**Approach**	More about innovations and emotions

Our Key Services

Digital Products Testing

Test your digital product with our Global testers panel

Mystery Shopping

Analyze and grow your business with the help and expertise of our 500,000+ Mystery Shoppers.

Customer Experience

Create exceptional customer experience with us

Retail Audits

Check your retail chain performance with our Global auditors' panel

Main points of 4service Methodology

Standards Performance

- Greeting
- Needs identification
- Presentation
- Objections handling
- Deal consummation

PAS Index

Individual approach index

- 100% needs identification
- Unique selling proposal
- Requirements meeting
- Attractive of the offer

Emotional Index

- Politeness and benevolence
- Personnel competence
- Service speed
- Sales-aiming activities
- Interior

NPS and CLS

- How likely would you recommend the brand/point of sale to the closest environment
- What is the real standard importance and average check correlation

Quality Control

– Shoppers, Proofreading And Anti-fraud

01

Entrance control

- Regular shoppers and auditors recruiting
- Screening call at the registration stage
- Signing contract

02

Primary testing

- MSPA start book education
- Basic training for technical and behavioral modules
- Anti-fraud Big data check

03

Shoppers grade

- Constant evaluation of the work quality
- Regular rating
- Selection of typical customers and best shoppers in the segment

04

Project certification

- Test questions for every shopper
- Understanding the specifics of the project
- Knowledge of Client standards
- Artifacts quality, etc.

05

Artifacts (geo points, photos and checks)

- Completeness of audio and photo artifacts
- Anti-fraud check
- Big data match check
- Geo points in every survey

06

Validation

- 100% proofreading of all surveys
- QA sample selection double check
- Internal on-hold check based on AI

Project Process Chain

– 1 Week For Fast Launch

Project Set-up

Actions:

1. Location list adjustment and analyze using workforce and technology
2. Possible failed locations cleaning

Value:

Up to 50% less of failed visits

Materials Analyze

Actions:

1. Surveys and shoppers instructions analytics
2. Current materials upgrade

Value:

Relevant tools and up to 40% less validation mistakes

First Surveys Feedback

Actions:

1. Agile approach to get client's feedback
2. Mismatches corrections

Value:

Happy client and objections KPI's completion

Launch And Execution

Actions:

1. Constant RFA team
2. Equal weekly splits

Value:

Fast responses and tracking

Actions And Rfas

Actions:

1. QA team kpi's for open discussions
2. Support in every country

Value:

Great communication and project involvement

Survey Roadmap

48 Hours To Reach the Company

Shoppers Profile Selection	Location Evaluation	Survey Proofreading	Quality Assurance Check	Survey Delivery	Reporting	Retrospective Meeting
All stages of certification – 95% Completion KPI Shoppers grading – min 90%	Mandatory artefacts Free reshop whether we have a mistake 10 hours of survey fulfilment	10 hours for 100% proofreading Geo targeting check Big data check	10% of surveys additional revision Proofreaders grade QA indicator formation	Online RFA response Dedicated teams for all markets	Service report per each country Consolidated report Operational report (RFAs, compliance, etc.)	Goals completion Clients feedback Next waves goals set-up

Monitoring Process

Visit To Location

Fill in the form

Proofreader

Bigdata Check

QA

Validation

On-line Data Access

Location Manager

Regional Manager

Country Manager

48 Hours

On-line Access

Case

COLIN'S

Started from simple mystery shopping and drive to complex service project.

Main focus:
Totally reconsidered sales approach – focus on complex look sales not just 1 or two items

Results:
CSI growth 20%
Total chain check lengths growth

Numbers We Are Proud Of

55+
Countries coverage

450+
Ongoing projects

29
Languages we speak

4.5M
Service evaluations

98%
of clients extend the contracts from year to year

18
Years of experience

Lets move service together!

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