

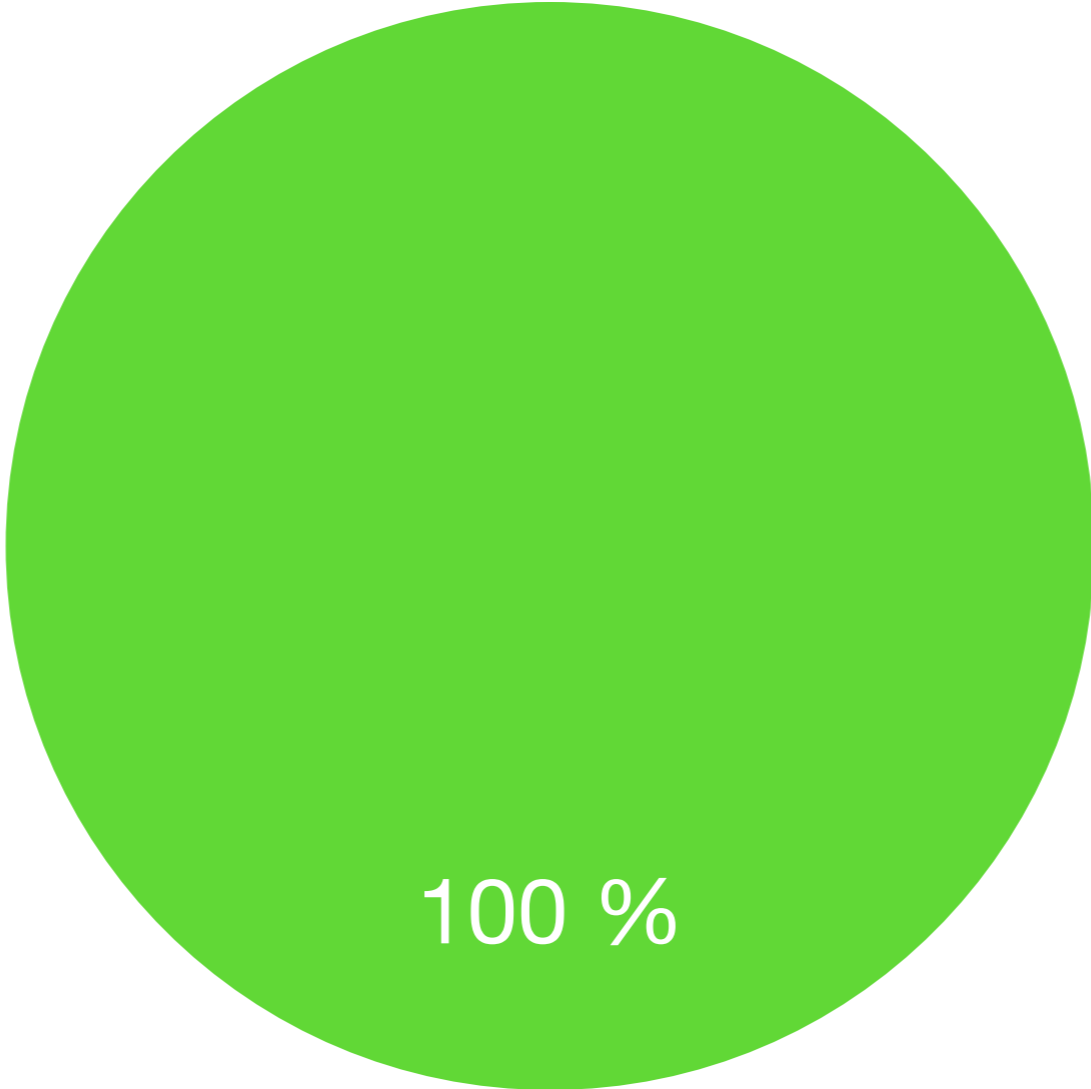
**SWEETSPOT**<sup>®</sup>

Vision

Sales rep. survey

2018-06-07 / 2018-06-11

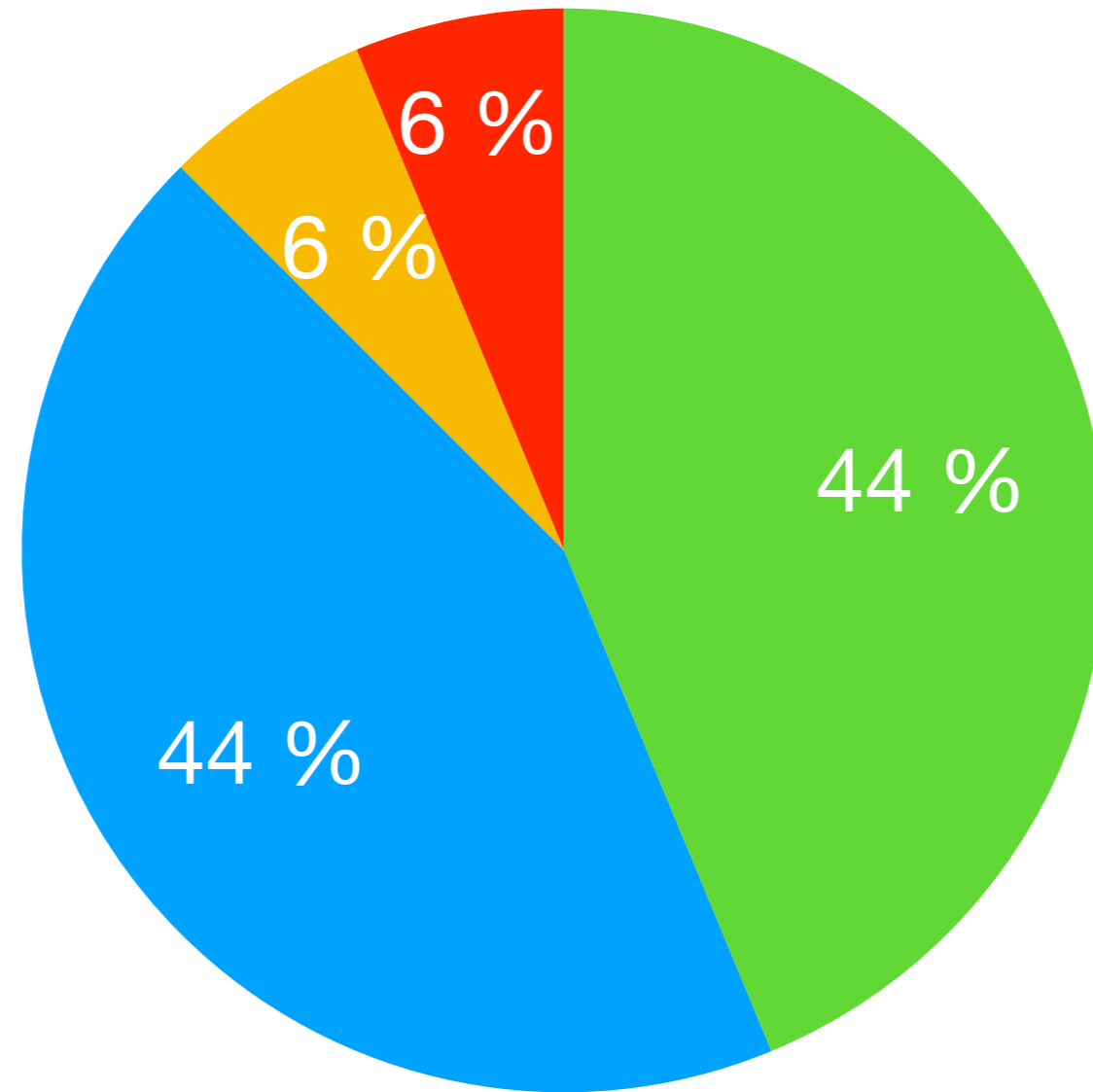
**1. Do you find the display to be of good quality?**



**Yes**

**No**

## 2. How did you experience the response from the stores when you presented Sweetspot Vision?



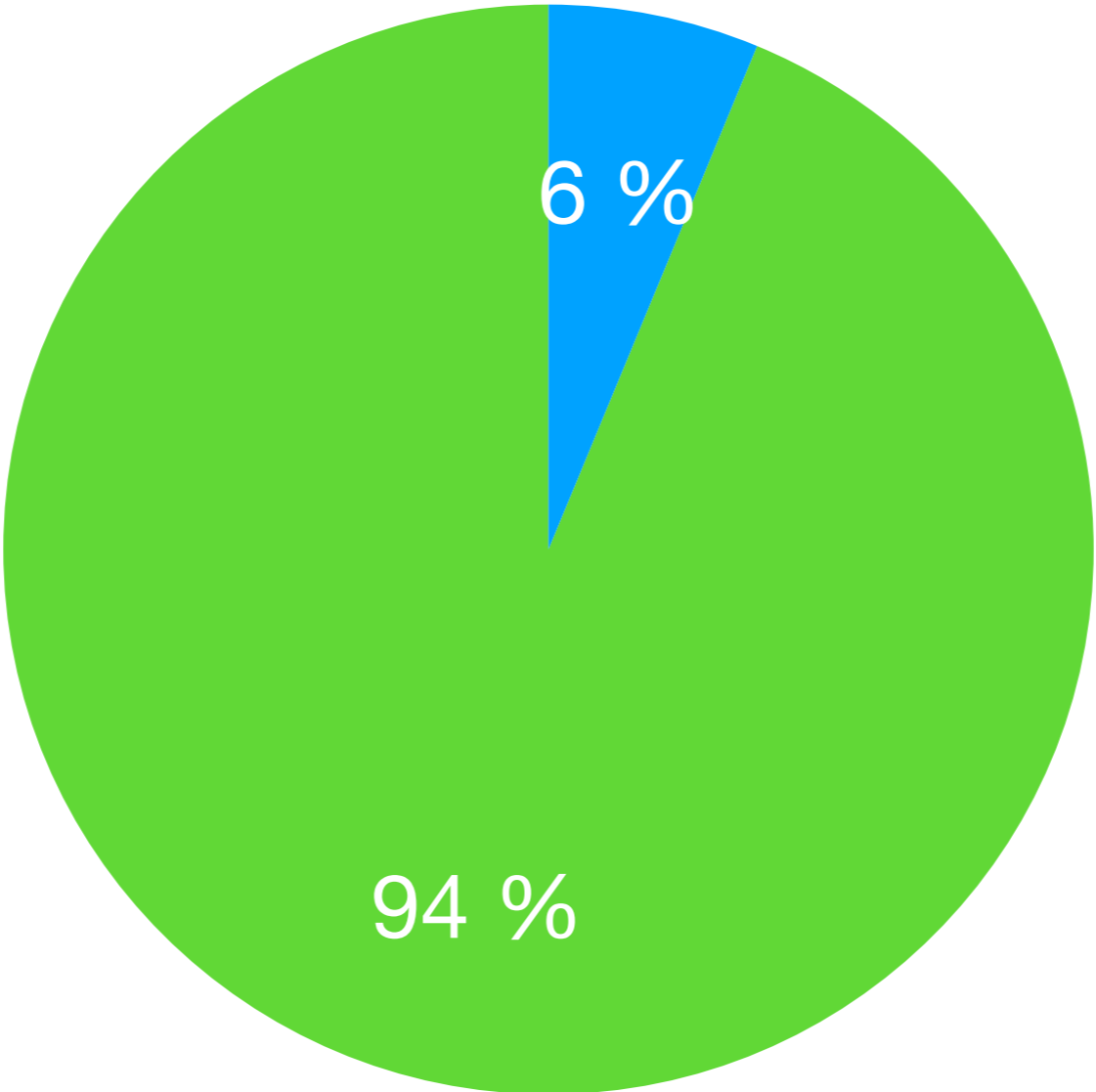
**Generally positive response.**

**The stores are neutral in their opinion but are willing to try.**

**The stores are predominantly negative but have accepted.**

**I have had difficulty getting acceptance from the stores**

### 3. How did you experience the assembly in the store?

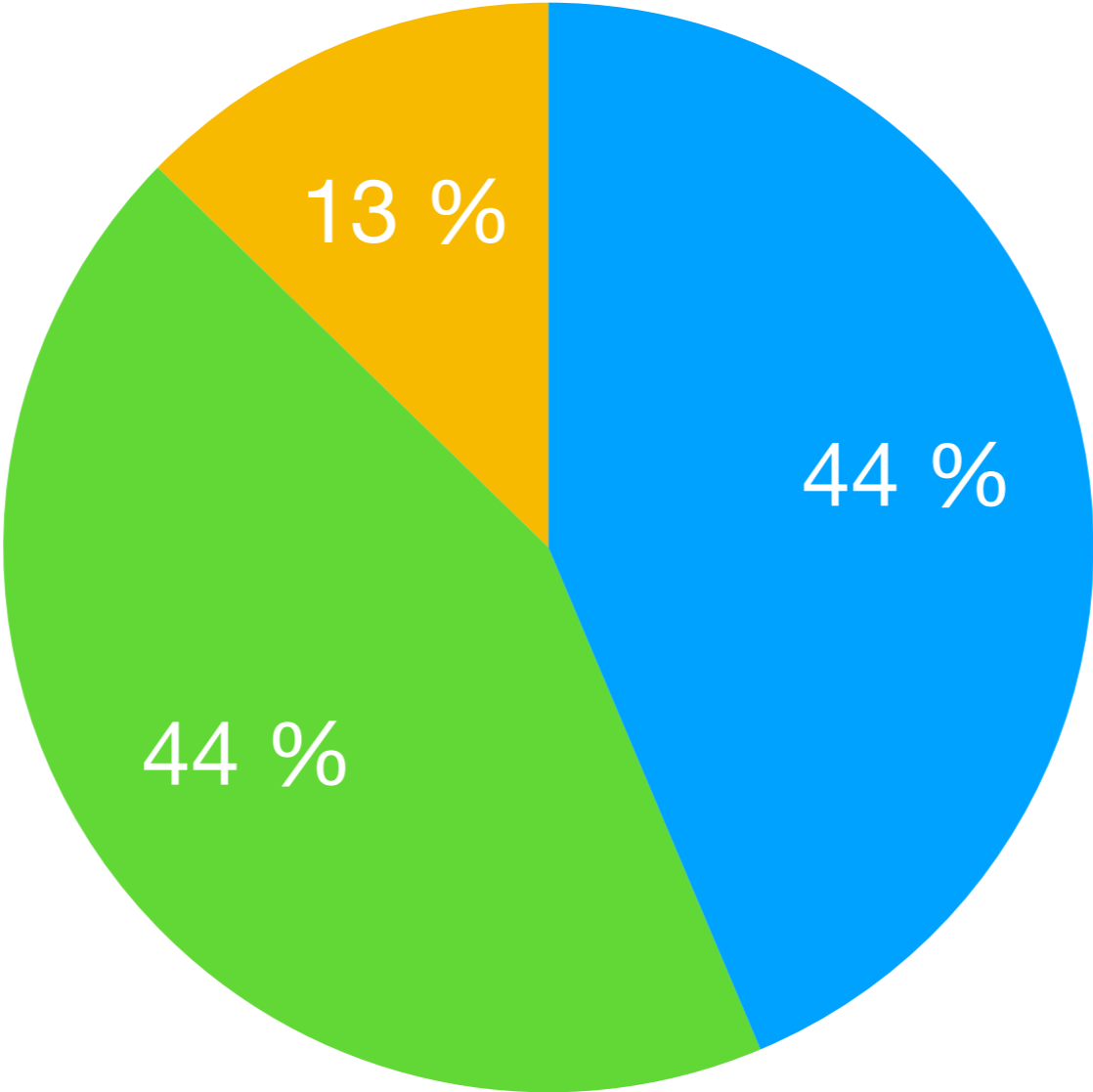


**It was easy to mount the display.**

**I did it with some effort.**

**It is complicated to mount the display**

#### 4. Installation and electrical connection?

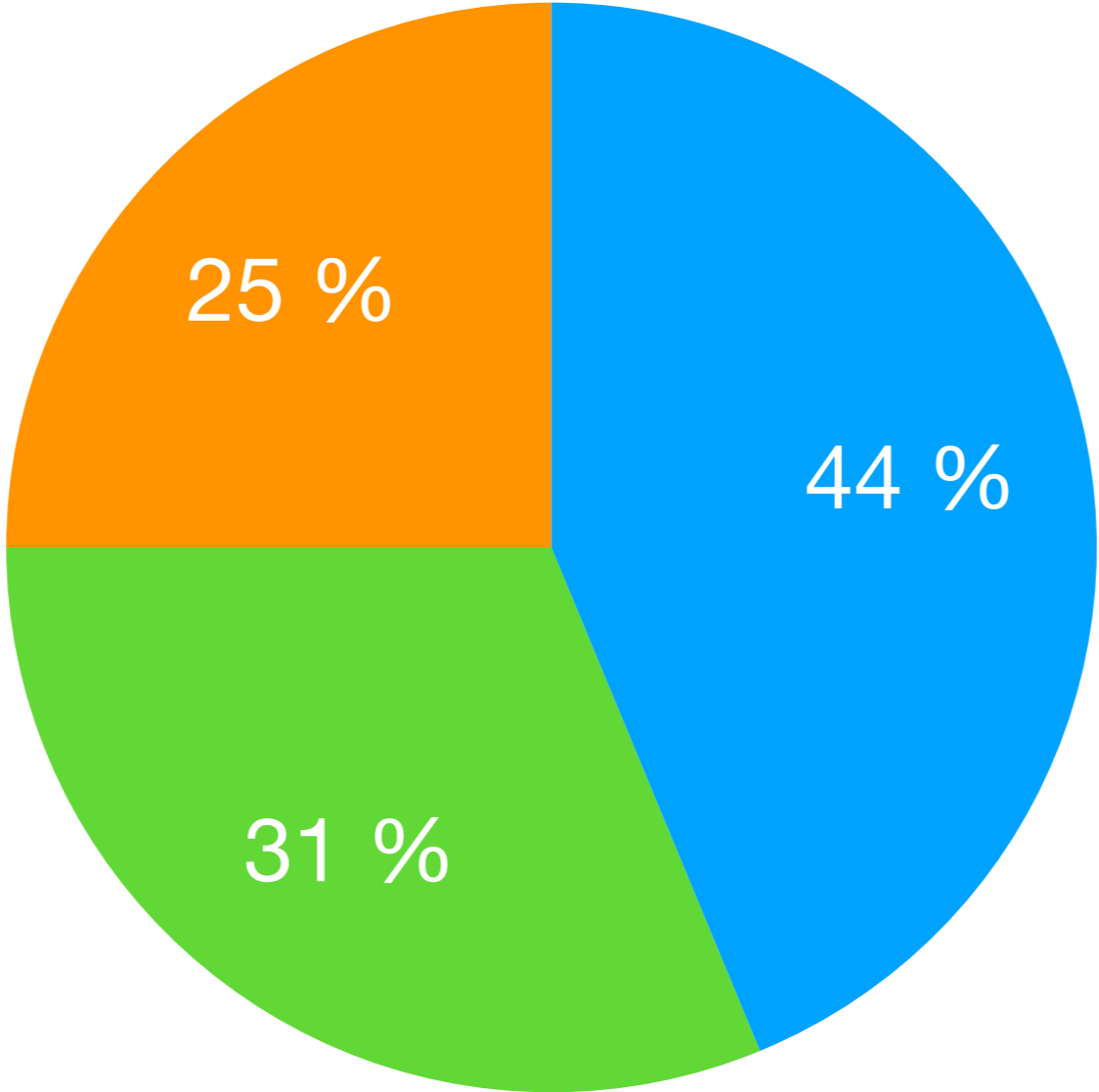


**No problem connecting the display to the mains.**

**It took a while, but I found a jack that could be used**

**I find it problematic to find power to the display in store**

# 5. Internet settings on the display?



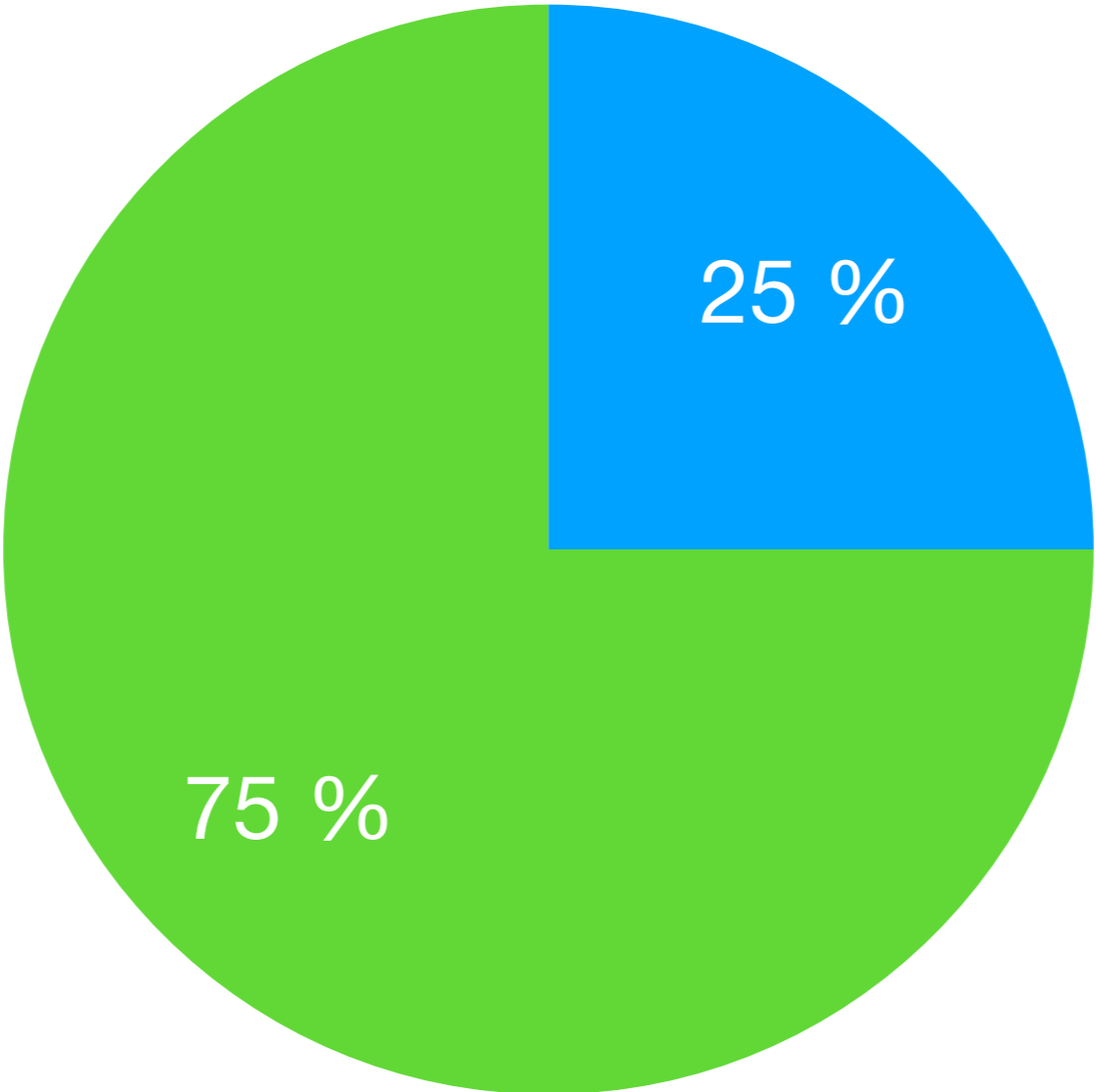
**It was easy to make the settings**

**The first time it was complicated but then it was easy**

**It is complicated and time consuming to get the right settings**

**Really hard to make it all work**

**6. How did you experience the support from Sweetspot?**



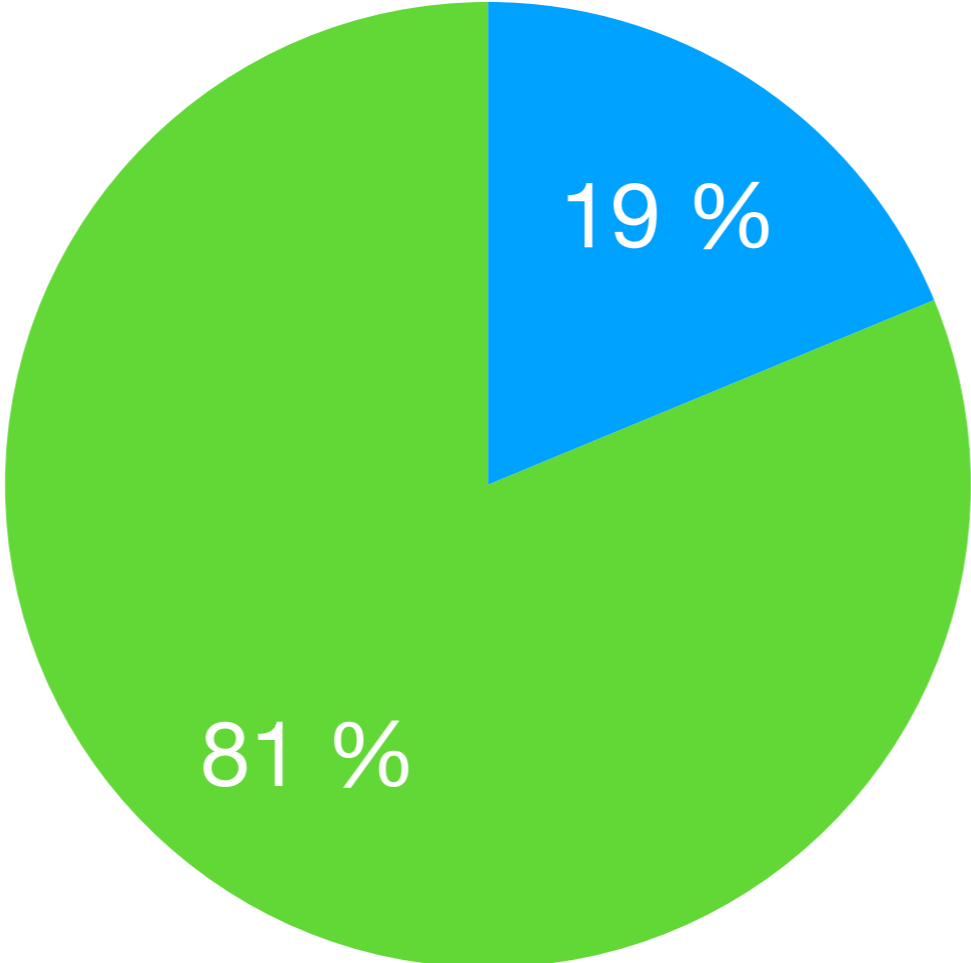
**Perfect, got help right away and my question was resolved.**

**Got help but it was still complicated to solve the problem**

**Hard to reach support but eventually the problem was solved**

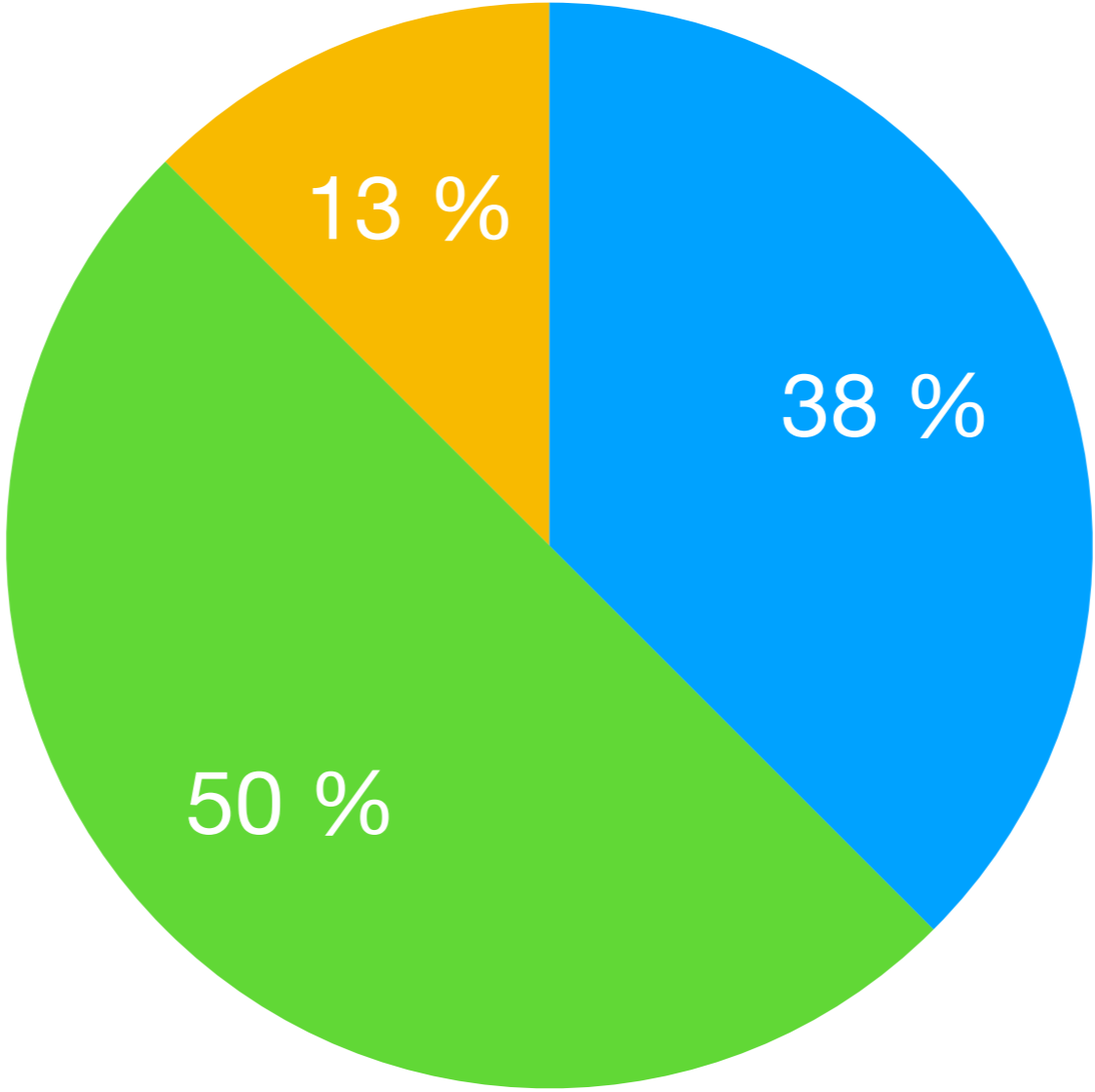
**No response from support and the problems are not resolved**

**7. What rating would you like to give total of Sweetspots delivery and support, 1-5?**





**8. What do you think of the significance of the displays in the store?**



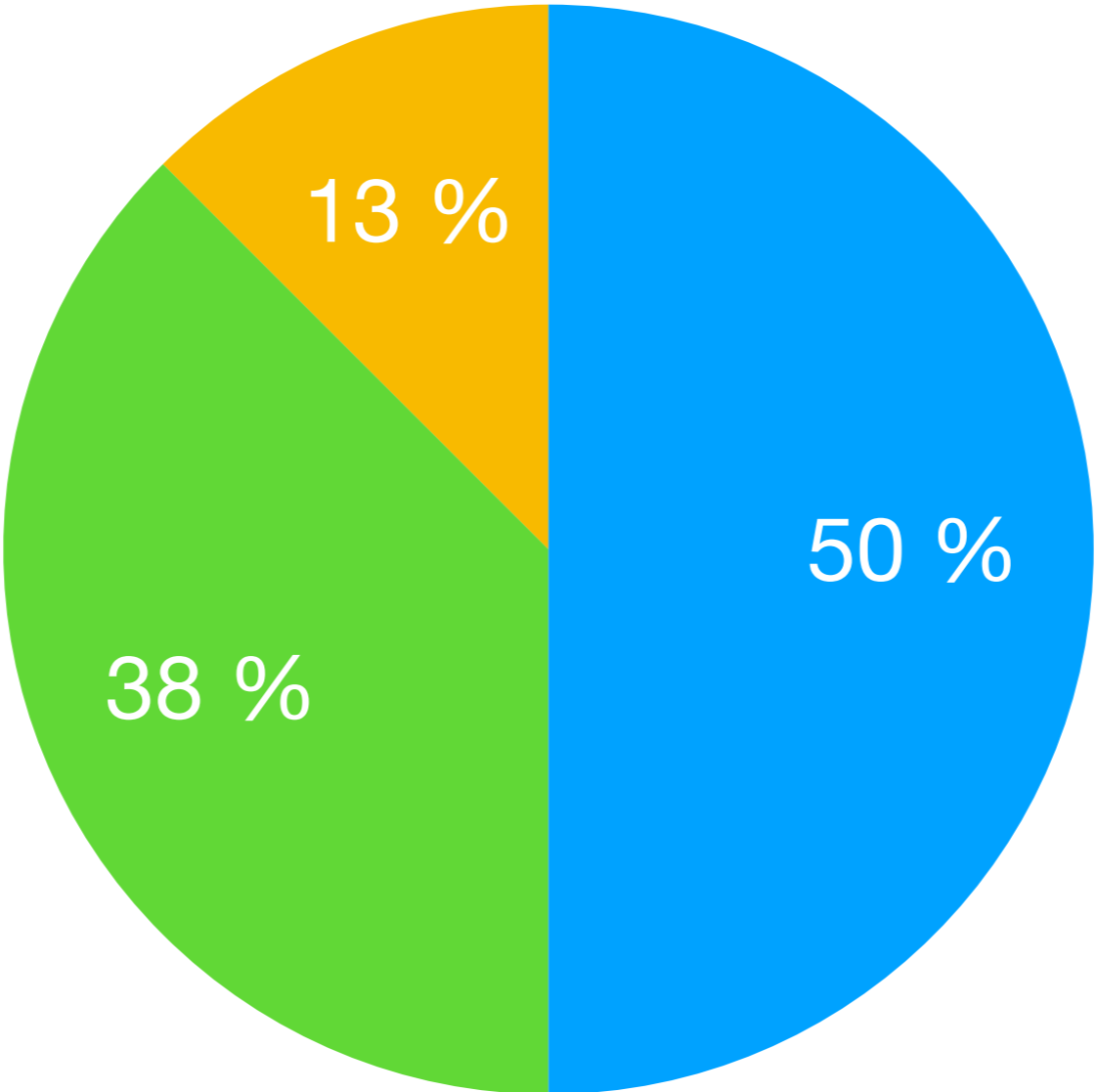
**Digital signage will increase consumer interest**

**Distinguishes us from the competitors in a positive way.**

**Make our brand appear to be innovative and exciting**

**The screens make no difference**

**9. What do you think about the importance of the displays considering sale?**



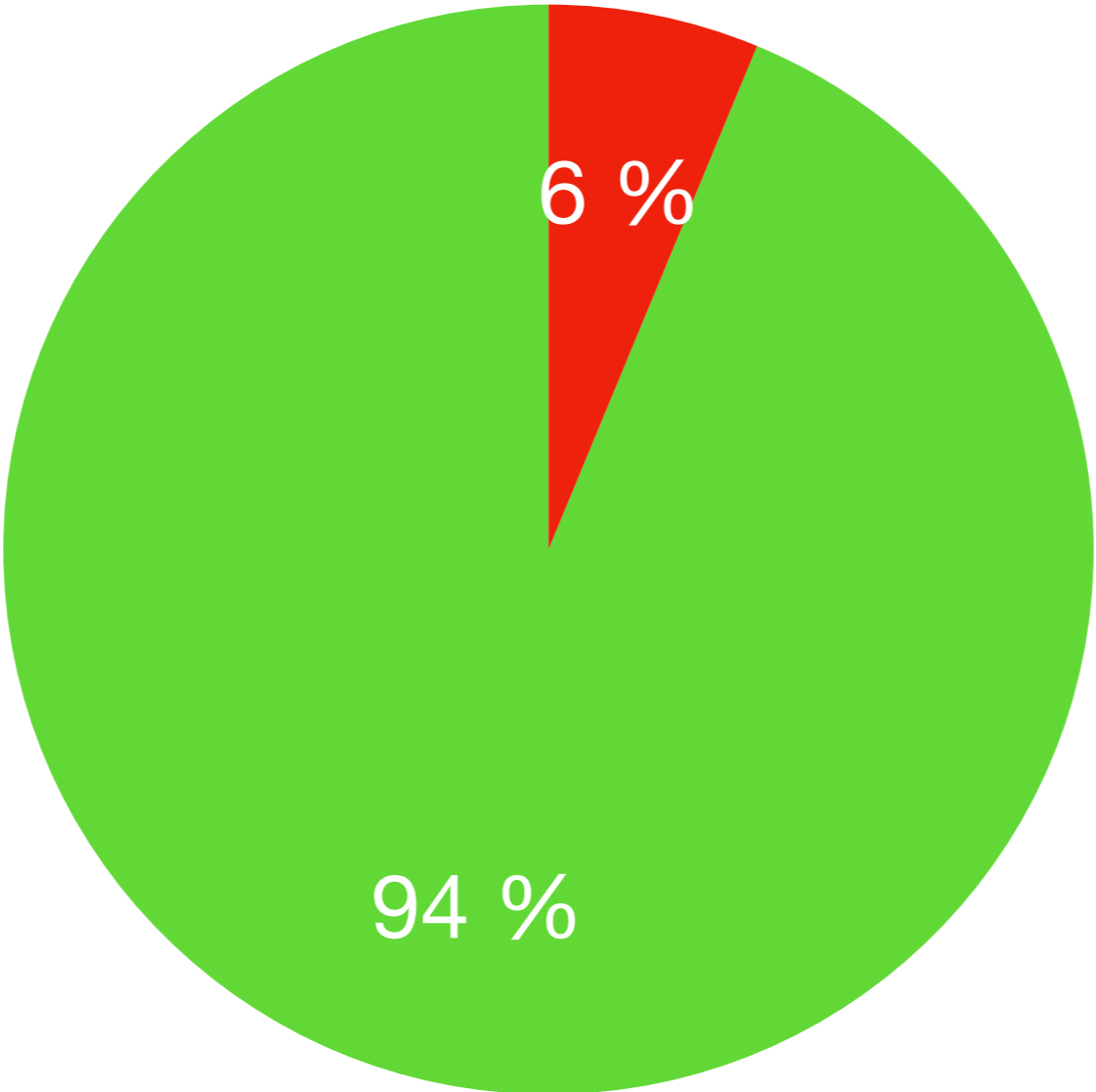
**Sales are increasing a lot in the stores that have the display.**

**Sales have increased slightly in the stores that have the screen.**

**Sales have no noticeable change**

**Sales decrease in stores that have the display**

**10. Do you think the use of digital communications will increase or decrease in retail in the future?**



**Increase.**

**Decrease**

# Survey

**Target: Total sales force**

**Response Rate: > 90%**

**Category: Health care**

## Comments from the respondents:

### Question 2.

The respondents who had a negative outcome say that there is often a positive interest from category managers. Sometimes, however, the question will be forwarded to a senior manager who, in these cases, declined. Some stores refer to space shortages as reasons for negative responses. Some stores fall away as they completely lack the opportunity to provide electricity connection nearby.

Overall, 88% are positive or neutral but willing to try.

### Question 8

All respondents have chosen the option that they find most important but consider the displays to contribute within all 3 questions with positive outcomes.

### Question 9.

Some respondents have had the opportunity to get comparative data. Others assume an idea of how the rotation appears in the shelf. Among those who have measured several reports significant increases, between 300 and 400 percent against the index. Several respondents express the perception that sales increased "much" and "well beyond expectations".

The largest category, who replied that sales increased "slightly", assumes that "activity on the shelf drives sales" is an experience assessment. Some respondents in this category have had increased sales but has difficulty linking the increase to a single reason as several activities were carried out simultaneously.

**Question 10.**

**A majority believes digital marketing / signage will grow in retail. Important however that the technical solution is flexible and easily adapted to the individual shop's premises and wishes, not least in terms of local pricing or promotions.**