

TRUE

RETAIL EXPERIENCE INTELLIGENCE

**We send brutally honest
customers into your stores, then
tell you what's costing you sales,
and exactly how to fix it.**

Sharp insight. Zero fluff. Rewarding the truth.

OUR NICHE

**Unlike any others. We
reward teenagers
for telling the truth.**

The most honest audience on earth, deployed as your quality control.

TRUE

THE PROBLEM

You think you know. Most brands are wrong.

BRAND

You're marking your own homework.

70%

of shoppers buy a different brand the moment you're out of stock.

NIELSENIQ, 2022

RETAILER

Your JBPs aren't protected.

\$691bn

in sales vanish from empty shelves worldwide every year.

IHL GROUP, 2026

LEISURE

Losing your future customers?

32%

walk away from a brand they love after just one bad experience.

PWC

THE COST OF INACTION

What's the cost of ignoring your current and future customers?

59%

walk away for good after **several** bad experiences. Most never tell you why.

PWC

16%

the premium consumers are willing to pay for a great experience, forfeited the moment you slip.

PWC

5×

more expensive to win a new customer than to keep the one you just lost.

BAIN & COMPANY

9.5%

of everyday products sit out of stock when a customer comes to buy.

PURDUE UNIVERSITY, 2024

Ignore the experience today and you pay for it twice: the customer you lose, and the ones they take with them.

TRUE

OUR APPROACH

We turn hard truth into revenue-driving insight.

01

Revenue, not reports

Every finding is tied to a commercial outcome. We don't hand you data to admire. We hand you the next move that grows the number.

02

Brutally honest by design

Teenagers have no corporate filter and no ego to protect. That's not a risk. That's the entire product, and it's remarkably cost-effective.

03

Circular and sustainable

Hundreds of thousands of teens available nationwide, and always a new wave coming through: today's panel is tomorrow's customer. Every audit funds real opportunities for them.

WHAT WE DO

What goes in. What you get out.

INPUTS

Focus groups

Pulse surveys

Mystery shopping insight

Nationwide coverage. Up to **5,000 active teens**, plus real adult customers, at the point of experience.

OUTPUTS

Product range & value report

Availability analysis

Promotional compliance

Consumer sentiment

Share of space

Competitor analysis

Customer experience analysis

Retail staff advocacy scoring

Performance scoring

**Actionable commercial
recommendations**

HOW IT WORKS

01

We deploy.

A nationwide panel of real customers and honest teens, activated at your exact touchpoints. Fast.

- **Immediate: booked and completed nationwide inside 7 days.***
- Nationwide coverage, with no travel cost baked into the price.
- Real people, real journeys, not a clipboard and a script.

*dependent on availability

HOW IT WORKS

02

Human truth.

Human Insight. Enhanced by AI.

We use AI to accelerate reporting, consolidate large volumes of feedback and identify patterns.

What AI can't do is understand **how people feel**.

It can't capture excitement, disappointment, trust, frustration or the emotional moments that influence whether someone buys, returns or recommends a brand.

That's why every visit is completed by a real person, with all quality control and final insight interpretation remaining human-led.

AI helps us find the patterns. People explain why they matter.

Fast. Scalable. Authentic.

HOW IT WORKS

03

Matrix scored.

Every visit scored against one consistent matrix, so you can benchmark, trend and compare, door by door, region by region.

- One matrix, applied the same way everywhere.
- Benchmark and trend performance over time.
- Every score ROI-ranked: fix this first, scale that next.
- Facts to negotiate your position & sell in

PROOF & CASE STUDY

The Loop: reconnecting XXXX (Global Sports Brand with teen culture).

XXXX had lost its connection with the teen community. We proposed a ten-month immersive insights programme, built on three lenses:

BRAND

4 focus groups × 50 teens

Diverse teens from every corner of the country. The objective: hear, unfiltered, what teen culture really makes of the brand, and feed it into brand strategy.

RETAIL

1,000 doors, 10 months

Consistent mystery shops at varied dates and times. Retailer engagement, competitor position and advocacy, and the relationships to drive sell-in.

CONSUMER

In-store sentiment

Live activation capturing sentiment at the point of purchase. Diverse consumer insight for the brand; for the retailer, supported resource plus product training.

THE LOOP Three lenses, BRAND + RETAIL + CONSUMER, wrapped into one insights report built to change how XXXX engages across third-party retail (3PR).

THE VALUE

You might already be paying for this. You're just not getting the truth.

~33%

Independent auditing runs at roughly a third of a field-marketing contract, and tells you whether the other two-thirds is actually working. True enables you to better distribute expensive resource.

Coverage that's already there

A panel everywhere your customers are, so more of your spend buys insight, not logistics.

An independent score you can act on

Scored by outsiders with no stake in the result, so the number is one you can trust.

Structured to your programme. Exact figures shared once we've scoped your touchpoints.

RATE CARD

Simple pricing. Made easy.

100,000+ We hold a nationwide retail database of over 100,000 stores: convenience and grocery, DIY and furniture, sporting goods and consumer electronics, fashion, homeware and garden centres. Have your own call file? Send it to us and we'll run it.

Survey per response · min 100		Mystery shop per visit · min 1000		Product review per review	
5 questions	£5.00	1,000 one-off	£15.00	Digital Product Review	£15.00
10 questions	£10.00	2,000 retention	£14.50	Unboxing video content	£50.00
15 questions	£15.00	4,000 quarterly	£14.00		
Focus Group	£50.00	12,000 Monthly	£13.50		

All prices per unit, excluding VAT. Volume and retained programmes scoped on request.

BEFORE YOU ASK

The four things you're thinking. Handled.

“We already do mystery shopping.”

→ You have reports. We deliver receipts and a ranked fix list. One describes the past, the other grows the number.

“Teenagers, really?”

→ The most honest, most digitally fluent customers you'll ever be tested against. Safeguarded, fully GDPR-compliant, structured, and impossible to charm.

“Won't this upset our agency?”

→ It makes them accountable. Strong agencies welcome it. The rest are exactly why you need us.

“Can I trust the data?”

→ Every visit is geolocated, timestamped and backed by images. AI guards data integrity; a human QC's every report. If it's not right, you don't pay.

And it does good. TRUE is the modern paper round: real work, real skills and real income for teens. You invest in the next generation and do the right thing, while you get the truth.

NEXT STEPS

Three steps to the truth.

1

Discovery call

60 minutes. We learn your touchpoints and where you suspect you're leaking.

2

One cost-effective pilot

A 1,000-store pilot at a cost-effective rate, so you see the method proven on your own brand.

3

Annualised roll-out

Post-pilot, we complete a full annualised roll-out across your estate.

Limited intake We onboard a small number of brands each quarter to protect panel integrity and quality. Q1 is filling FAST. First in, first tested.

TRUE

Stop guessing.
Start knowing.

Give us one touchpoint. We'll show you the truth, and the fix, before you commit.

See it. Feel it. Fix it.

Sharp insight. Zero fluff. Rewarding the truth.