NOP Field Marketing Commissioned to Audit DSG Ireland

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Dixons Store Group (DSG) have commissioned NOP Field Marketing to design and implement an audit programme, similar to that in the UK, for the DSG stores in the Republic of Ireland (DSG Ireland).
NOP Field Marketing have worked in partnership with Dixons Stores Group since 2002, conducting Business Standards Audits on a quarterly basis in over 1,000 stores in each of the DSG Chains; namely Currys, PC World, Dixons and The Link.
The audits are diverse and provide an additional safety net to ensure legal compliance. Each audit involves checking the legal compliance of literature, documents and point of sale and price checking of up to 30 pre-determined goods. Auditors also test store staff's knowledge of relevant legislation and their customer service standards.
A team of experienced auditors will be recruited from NOP Field Marketing's Republic of Ireland Field Panel, to form a regular team to work on the project. They will be fully trained and supported in their new role, including a programme of regular accompanied visits and telephone conferences, as auditors are in the UK.
Results from the audits will be published on the Business Standards Reporting & Information website, developed by NOP Field Marketing. The website provides stores with instant and online access to the audit results. The website is an efficient, secure way to distribute store reports and as already established in the UK, will allow the DSG Ireland stores to interact with the data in their own way.
In the UK, the audits have lead to improved compliance, an increase in store staff awareness on the importance of correct legal/product information for consumers and stronger relationships with store staff.