Dear Customer,

«Proposal for Customer Service Survey»

AJIS Your Partner in Retail Solutions

1.Company Overview

AJIS（Malaysia） SDN. BHD.

AJIS Group Global Network

Japan, United States, China, Hong Kong, South Korea, Singapore, Malaysia, Thailand, Vietnam, Philippines, Taiwan

Business Activities

- ✓ Stocktaking Services
- ✓ Merchandising Services
- ✓ Maintenance Services
- ✓ Mystery shopping and store diagnostics

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2. About the AJIS Group

Market Share in Japan

Industry-leading 77% market share in inventory services

Domestic Clients

Approximately 2,000 companies in Japan

Serviced outlets

140,000 outlets annually in Japan

Global Presence

83 Offices in Japan
38 Offices Worldwide

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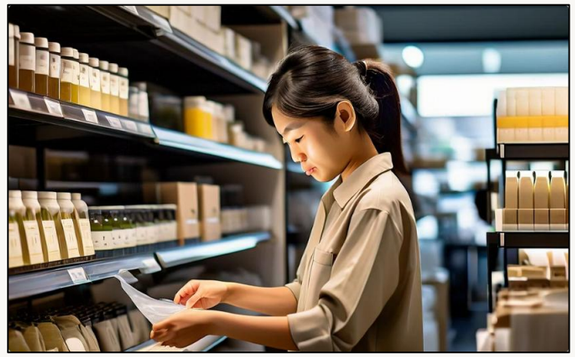
3. AJIS Group's Retail Support

Inventory

Supporting appropriate inventory management



Product Replenishment

Ensures accurate and speedy replenishment optimize sales floor.

New Store Set-Up & Refurbishment

Supporting sales floor creation during new store openings and refurbishments

Category Reset

We refresh product displays to meet client requirements, ensuring sales areas remain up-to-date.

Seasonal Adjustments

We support seasonal product rotations and similar activities.

Research

Providing client-focused research

Store Assessment

Trained surveyors will assess actual conditions on-site.

IE: In-store promotions and product display checks.

Sales Floor Management

Comprehensive support for store operations

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4. Principal Research Achievements

Food and Beverage

Establishments Menu research, consumer surveys for new outlets, customer satisfaction surveys

Car Dealerships

Customer service, new and used car demand, after-sales service satisfaction

Mobile Phone Shops

In-store surveys, reactions to new tariff plans, investigation into portal site convenience and the process leading to contract

Department stores

New store requirements, sales floor refurbishment trends, market research on private label products, customer service

Apparel shops

Response to new brands, private label product research, customer service, competitor store research

Supermarkets

New store analysis, remodeling surveys, house brand product research, self-checkout check, attendant checks

Drugstores

Customer service surveys, new product response surveys, pharmaceutical purchasing surveys

Luxury Brands

Response surveys to new releases, customer, brand image surveys, competitor brand surveys

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5. A Research Solution Of Choice For World-Class Enterprises

AJIS Research＆Consulting Co .,Ltd provides survey services based on internationally recognised standards.

We were the first Japanese company to be certified as a full member of the **Mystery Shopping Professionals Association (MSPA)**, the world's largest mystery shopping organisation, and are highly regarded by major domestic and international corporations.

Our strength lies in providing reliable data using internationally recognised methods such as mystery shopping and customer satisfaction surveys. We have a proven track record of conducting research for renowned brands, including international luxury brands, car dealerships, and cosmetics brands. We support our clients in solving their challenges through research that meets global standards in both quality and speed.

AJIS Group will conduct research services with the support of AJIS Research & Consulting Co., Ltd.

6. The Appeal of “Service of the Year” (Nationwide Survey)

1 Fair evaluation standards

Objective assessments across diverse industries and store formats using nearly identical survey items and criteria.

We can also assess service-focused businesses.

2 Cross-Industry Relative Benchmarking

Enables relative benchmarking across retail and foodservice as a whole.

Compare merchandising, customer service, and cleanliness against average values for each format.

3 Nationwide Surveys

Compare with nationwide averages for the same format and identify gaps within your company by format and by region.

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7. Quality Control and Fast Delivery

1

Questionnaire review

Two stage, double-check process.

2

Identify rating inconsistencies

We identify and extract discrepancies in survey results to produce high-accuracy reports

3

Delivery

The preliminary web report will be delivered online within two weeks of the survey.

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8. How to use Mystery Shopping Results Effectively

1 Survey

To understand the current state of the store, trained surveyors conduct regular customer service surveys.

2 Feedback

Survey results are shared with head office and each stores, sharing knowledge on strengths to build upon and areas requiring improvement.

3 Head Office-Led Improvement Initiatives

Head office leads company-wide efforts, supporting measures to enchance strengths and address challenges across all stores.

4 Onsite-led improvement initiatives

Support improvements driven by onsite store teams based on the feedback.

5 Enhancing C.S. and E.S.

When HQ and the onsite staff work together, both **customer satisfaction (CS)** and **employee satisfaction (ES)** improve.

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