

PILOT PROJECTS MONITORING SHEET

Brief identification of the pilot project

Title	Quality Service and Client Support Audits
Brief Description	Audits to know how is the quality service and the client support of each retailer. This audits are based on the Mystery Shopping technique.
Action field	Training, marketing, innovation.

Evaluation criteria of pilot project execution

QUANTITATIVE CRITERIA	IDEAL SCORE	PROJECT SCORE
Number of SMEs involved	22	22
Number of SMEs trained	22	22
Number of diagnosis on SMEs	22	22
Number of SMEs that developed Innovation activities (I+D, machinery & equipment acquisition, hardware & software acquisition, consultancy & technical assistance hiring, industrial design & engineering activities, staff training, marketing)	22	To be confirmed
Number of transference of Good Practices	88	88
Number of training/information actions organized	22	66 (store visits)
<ul style="list-style-type: none"> ▪ Number of flyers/brochures delivered 		
<ul style="list-style-type: none"> ▪ Date of celebration 	may-october 2011	
<ul style="list-style-type: none"> ▪ Place of celebration 		
TOTAL COMPLETED BY THE PROJECT		
DIFFERENCE BETWEEN IDEAL AND REAL TOTAL		

QUALITATIVE CRITERIA	
Type of innovation: product, process, organization, commercialization	Client support and quality service
Describe the main products/results/services achieved by the development of your pilot project:	
<ul style="list-style-type: none"> ▪ Methodology 	A consultant made three visits to trade through the figure of mystery shopper, and at each visit requested product information, make a purchase, make a return of a product or even creates a conflict

	situation to see what is the response from the seller. After each visit he enters the information into a computer program and gives the level of customer satisfaction.
▪ ICT tools	
▪ Diagnosis	Report with scores on each of the issues discussed.
▪ Webs/ blogs	
▪ Others	
Fit the results above mentioned according to the following fields of action:	
▪ ICT	
▪ Energy	
▪ Marketing	x
▪ Innovation	x