



Scout

CX Intelligence

LTEA Scout

Mystery Shopping Intelligence Platform

Real mystery shoppers. GPS verified. LTEA reviewed. The intelligence engine of LTEA CX — turning every visit into quick wins and strategic actions.

30+

Years in retail

500+

Locations served

3

Continents

100%

LTEA Quality Gate

HOW IT WORKS

1

Mission creation

Brand or retailer defines locations, observation areas, and cover story. LTEA reviews and

2

LTEA schedules

LTEA assigns the anonymous mystery shopper, sets the visit window. Shopper never

3

Mission visit

Shopper visits as a real customer — GPS check-in, discreet photos, structured observations on the

4

LTEA reviews

GPS match, photo quality, completeness validated. Payment auto-calculated.

Dani Landsberg

LTEA CX Division Leader

Neuroscience Expert

Interior & Store Design

PMO Certified

LATAM · ME · North America

"Every location is a decision machine. Scout tells us what's really happening."

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WHO IT'S FOR

BRAND

- Shelf placement & planogram compliance
- Price compliance across all locations
- POS & campaign material execution
- Competitive intelligence at the shelf
- SKU availability per location

RETAILER

- CX & service quality evaluation
- Team performance & compliance
- Environment, cleanliness & safety
- Checkout & payment experience
- Location ranking & trend monitoring

LTEA CX DIVISION — The Intelligence Engine

Scout is the intelligence engine of LTEA CX, led by Dani Landsberg. Every observation collected in the field feeds directly into quick-win recommendations and strategic CX transformation programs — turning mystery shopping into a driver of real business change.

VS. THE MARKET

Feature	LTEA Scout	Traditional
True mystery anonymity	YES	Sometimes
Gamified shopper incentives	YES	NO
LTEA quality gate on every visit	YES	NO
GPS + photo verification	YES	Partial
Shopper identity always protected	YES	NO
Global multi-currency platform	YES	NO

THE PLATFORM — 5 SCREENS

Mission Builder	Mission Briefing	Shopper App	LTEA Review	Dashboard
<ul style="list-style-type: none">Define locations to visit18+ observation areasCover story & briefingBonuses per missionBrand & Retailer profiles	<ul style="list-style-type: none">Cover story & scenarioSuggested phrasesDo's & Don'tsSpeed bonus tableArea weights shown	<ul style="list-style-type: none">GPS check-in & timerReal-time checklistPhoto & video captureSpeed bonus countdownLooks personal — discreet	<ul style="list-style-type: none">GPS match verifiedPhoto quality checkedPayment auto-calculatedApprove / Request / RejectClient identity protected	<ul style="list-style-type: none">Location rankingScores by areaCritical alertsEvidence galleryBranded PDF export

WHY LTEA SCOUT

<h3>Science-backed CX</h3> <p>Neuroscience + behavioral psychology in every mission design. Led by Dani Landsberg.</p>	<h3>True anonymity</h3> <p>Client identity never revealed to shoppers. LTEA sole keeper of all shopper identities.</p>	<h3>Global multi-currency</h3> <p>Same platform in BR, JP, DE, MX. Currency auto-set by location country. One system, worldwide.</p>
<h3>Gamified shoppers</h3> <p>Speed, score, streak, completion bonuses in %. Fresh intelligence guaranteed on every visit.</p>	<h3>LTEA quality gate</h3> <p>GPS + photos + answers reviewed before you see anything. No noise — only signal.</p>	<h3>Actionable reports</h3> <p>Dashboard, location ranking, evidence gallery, alerts, SKU analysis. Branded PDF export.</p>

<h3>GAMIFIED BONUS SYSTEM</h3> <table border="1"><tr><td>SPEED +25% within 30 min</td><td>SCORE +20% above threshold</td><td>COMPLETE +15% 100% answered</td><td>STREAK +10% consecutive</td></tr></table>	SPEED +25% within 30 min	SCORE +20% above threshold	COMPLETE +15% 100% answered	STREAK +10% consecutive	<h3>WHAT YOU RECEIVE</h3> <ul style="list-style-type: none">Live dashboardLocation rankingEvidence galleryCritical alertsPDF reportsSKU analysisScore trendsGlobal map
SPEED +25% within 30 min	SCORE +20% above threshold	COMPLETE +15% 100% answered	STREAK +10% consecutive		

Ready to see your locations as they really are?

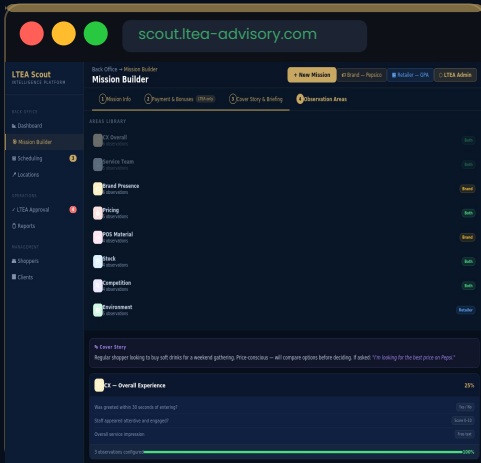
Schedule a 30-minute demo with Dani — live platform, no slides, no commitment.

[Book a Demo with Dani](#)

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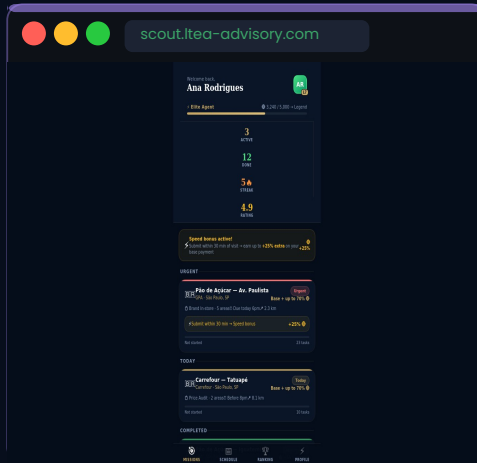
[Send an Email to Dani](#)

dani@ltea-advisory.com



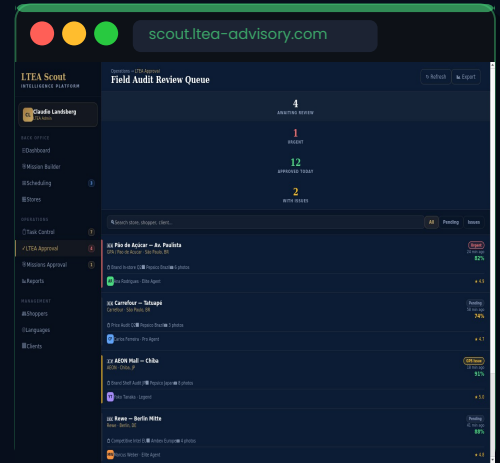
Mission Builder

Back Office — Brand / Retailer / LTEA



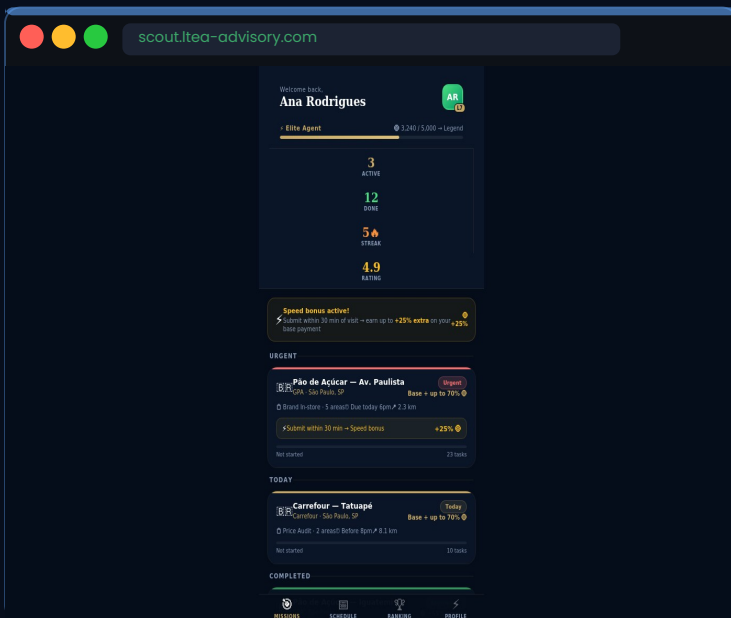
Mission Briefing + Shopper App

Before visit — Cover story, Do/Don'ts, Speed bonus



LTEA Review Queue

Quality Gate — GPS, Photos, Payment



Shopper App

Mobile — Mission visit in the field



Client Dashboard

Brand + Retailer — Real-time intelligence