



PIED PIPER LAUNCHES NEW ERA OF CONTINUOUS RETAILER PERFORMANCE MONITORING AND PROACTIVE ALERTS

Daily or weekly independent measurement identifies unanswered customer calls, ignored online leads and failed follow-up, and alerts local management when action is needed.

AUSTIN, TEXAS—August 17, 2026—Retail performance has traditionally been measured with monthly reports that require attention even when everything is working well, and problems may have been happening for a month before they are revealed. Pied Piper Management Company, LLC today announced a new approach. Its Sales Lead Handling Effectiveness™ (LHE™) and Service Scheduling Effectiveness™ (SSE™) subscription programs use technology to make continuous monitoring and proactive alerts practical and affordable, measuring customer interactions daily or weekly and alerting local management only when something goes wrong.

Through independent daily or weekly measurement, Pied Piper identifies customer-handling problems as they occur, verifies that retailer personnel, AI and technology systems are working together effectively, and helps organizations continuously improve customer experiences.

A local retail manager doesn't need another report explaining why customers were lost last month. They need to know when a customer is being lost today. Traditionally, retailers have relied on monthly or quarterly reports that document past performance. Pied Piper instead identifies customer-handling failures as they occur and immediately alerts the local manager.

“Traditional monthly reports demand attention regardless of performance, and tell you what happened in the distant past,” said Fran O'Hagan, founder and CEO of Pied Piper. “Our continuous monitoring quickly alerts clients only when something goes wrong, preventing the next lost customer instead of simply documenting the last one.”

How Continuous Measurement & Monitoring Works

LHE and SSE help multi-location retailers identify customer inquiries that go unanswered, receive inadequate follow-up or break down during handoffs between AI, systems and employees.

Pied Piper conducts independent daily or weekly evaluations across telephone, chat and website contact forms, including subsequent retailer follow-up by phone, text and email. When an evaluation reveals a failure, the local manager receives a text message containing a concise, 90-second audio Performance Alert explaining what happened. When customer interactions are handled well, management is not interrupted.

“Think of Pied Piper as a smart employee whose only job is to watch over this part of the business,” said O’Hagan. “When everything works, management isn’t interrupted. When something breaks, we tap the local manager on the shoulder and explain what happened.”

At month-end, managers receive a three-minute audio Executive Briefing summarizing performance, notable patterns and areas requiring attention. They can access individual evaluations, historical results and detailed reports at any time.

Managers can also use Piper Answers™, Pied Piper's interactive AI assistant, to instantly answer questions about their measurement results, compare locations, benchmark performance and uncover opportunities for improvement.

The result is effective continual oversight without having to study unnecessary reports or remember to watch another dashboard.

Making Invisible Failures Visible

Many of the most costly failures in retail customer handling remain invisible to management. A CRM may show that an inquiry was delivered even though the customer never received a useful response. A telephone system may record a successful transfer even though the caller reached voicemail or was disconnected. An AI assistant may handle a routine question successfully but fail when transferring a more complex inquiry to an employee.

As a result, internal systems can appear to be working correctly while customers quietly abandon the process and choose a competitor. "Management naturally assumes that established processes, employees and technology are working together as intended," O'Hagan said. "The most common reaction when independent measurement reveals otherwise is, 'We just didn't know.' Pied Piper provides the visibility and accountability needed to identify these failures before they become routine."

The need for independent verification is increasing as AI becomes embedded in retail sales and service operations. While AI can improve speed and efficiency, it also creates new opportunities for failure, particularly when customer information passes between systems or when AI reaches its limits and hands a customer to an employee. Pied Piper independently evaluates the entire customer journey, verifying that AI, systems and employees work together as intended from beginning to end.

Simple to Order and Use

Pied Piper's Sales Lead Handling Effectiveness™ (LHE™) and Service Scheduling Effectiveness™ (SSE™) programs are offered as simple subscriptions. Daily measurement and monitoring is available for \$259 per location per month, while weekly service is available for \$99 per location per month.

Clients simply select the retail locations, customer inquiry types and measurement frequency they want, and Pied Piper handles the rest. There is no software to install, no lengthy implementation process and no disruption to daily operations.

LHE measures how retail locations handle new customer sales inquiries by telephone, chat and website contact forms, including follow-up by phone, text and email. For motor vehicle dealerships, SSE measures whether customers attempting to schedule service by telephone or website can successfully secure real appointments, receive confirmation and obtain appropriate follow-up communication. Both programs are available to manufacturers, franchisors, dealer groups and other multi-location organizations seeking independent, ongoing verification of retailer performance.

“Customer-handling failures don’t become costly because they happen once. They become costly because nobody knows they’re happening,” said O’Hagan. “With Pied Piper monitoring, clients find those failures early and prevent the next lost customer instead of simply explaining the last one.”

About Pied Piper

Austin, Texas-based Pied Piper helps manufacturers, franchisors, dealer groups and multi-location retailers improve sales and service performance through independent, fact-based measurement of customer interactions. Combining trained evaluators, data science and interactive AI, Pied Piper identifies unanswered inquiries, failed follow-up, service-scheduling problems and breakdowns between technology and employees.

For more than 15 years, Pied Piper has delivered client measurement programs and published industry benchmarking studies across motor-vehicles, home-services, real-estate, hospitality, financial-services and other sectors. Its studies rank brand, dealer-group and retail-network performance, recognizing top performers and identifying the behaviors associated with stronger sales and customer loyalty.

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CEO Video (90 seconds)

CEO Fran O’Hagan explains why Pied Piper’s retail performance measurement is moving from periodic reports to continuous monitoring and proactive alerts.

<https://www.piedpiperpsi.com/ceovideo/>