

TOTAL TAPS

128

REVIEWS GAINED (TEAM)

14

↑ vs 9 last month

EST. CONVERSION

10.9%

AVG RATING

4.3★

↑ 0.1

ENGAGEMENT LEAGUE TABLE

Ranked by taps, August 2026 — who's putting their keyring to work

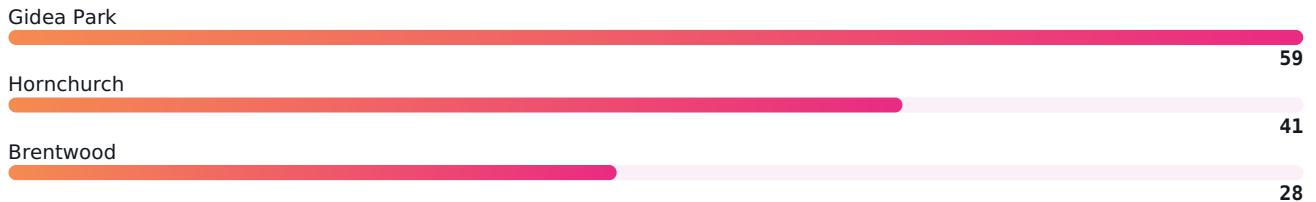
RANK	SELLER	TAPS	VS LAST MONTH
1	Dave — Gidea Park	41	↑ 5
2	John — Hornchurch	33	↑ 3
3	Sarah — Brentwood	28	↑ 15
4	Priya — Gidea Park	18	↓ 2
5	Tom — Hornchurch	8	↓ 7

Most Improved: Sarah, Brentwood — 15 more taps than last month (13 → 28), more than double anyone else's gain. Great work.

Key takeaway: Dave continues to lead on volume, with John close behind, also doing great. Sarah's growth is a trend worth mentioning to the team — worth understanding if she's doing anything different.

BRANCH BREAKDOWN

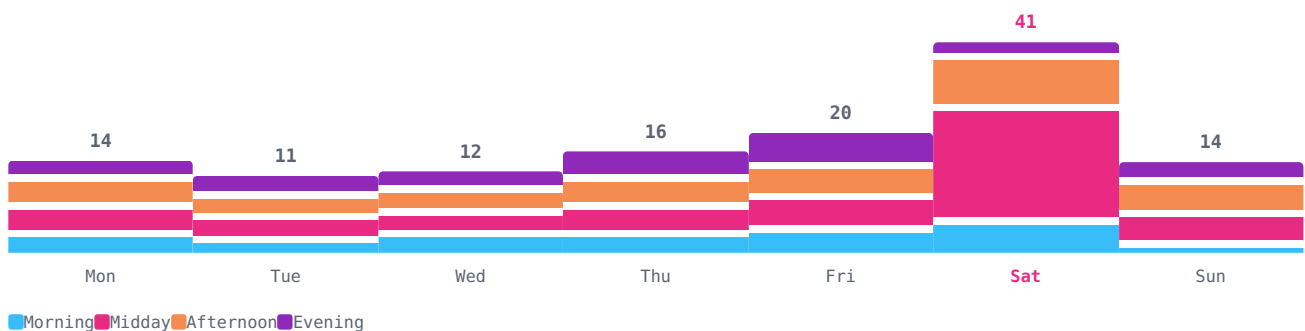
Total taps by branch, August 2026



Key takeaway: Gidea Park drives 46% of all engagement despite having the same headcount as Hornchurch — worth finding out what Dave and Priya are doing differently and sharing it across branches.

WEEKLY PATTERN

Taps by day, split by time of day — August 2026



Saturday drives 32% of all taps this month, and midday is the busiest window overall — together that points to Saturday lunchtime viewings as the single best time to make sure every seller has their keyring on them.

Worth a nudge: weekday mornings are consistently quiet across the board, not just on one day — worth a reminder to the

team to carry cards earlier in the day, not just at weekend viewings.

WEEK-OVER-WEEK TREND

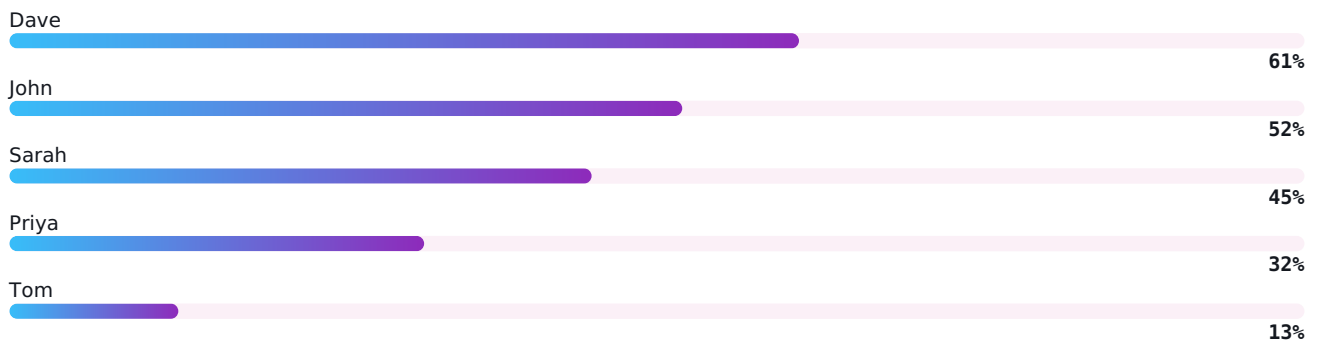
Taps by week within August 2026



Key takeaway: taps climbed steadily across the month rather than spiking once and fading — a good sign the habit is bedding in across the team, not just driven by one good weekend.

CARD UTILIZATION

Share of August days each seller's card was used at least once



Key takeaway: team average utilization is 41% of days this month — Dave's the most consistent, Tom the least. Raw taps and consistency tell different stories: someone can rank low on total taps but still be using their card reliably, and vice versa.

Reviews Gained and Conversion reflect the team's Google listing as a whole — Google doesn't report which individual tap led to which review, so these figures aren't split by seller.