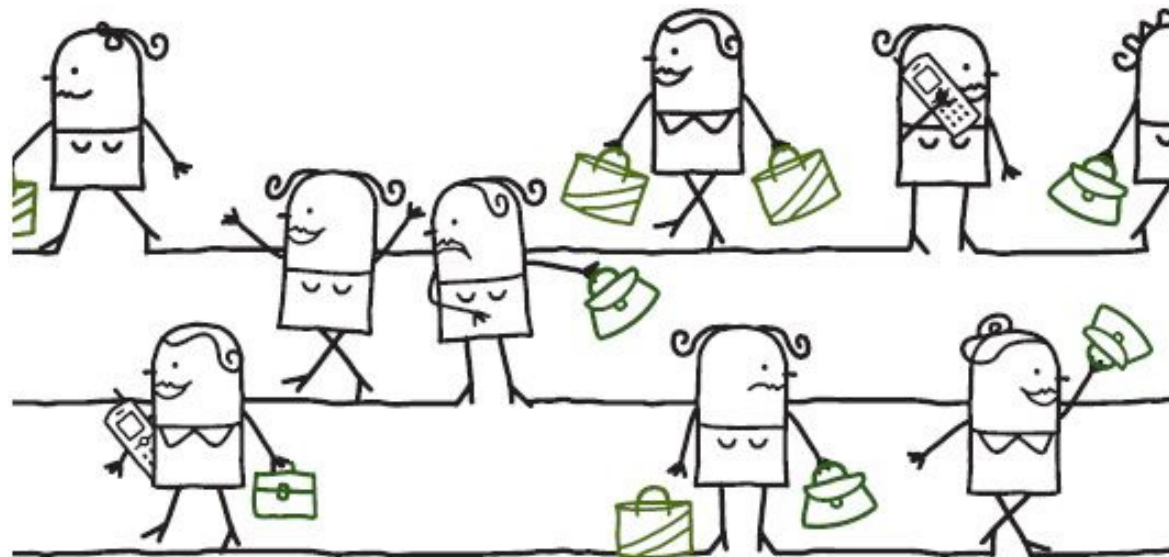




Getting the Mystery out of the Mystery shopping





What Is Mystery Shopping?

Mystery Shopping is to anonymously evaluate customer service, operations, employee integrity, merchandising, and product quality



Why Use Mystery Shopping?

- When location, pricing, and product assortment are no longer unique, service is often the key to success or failure
- It costs 10 times more to get a new customer than to keep an existing one
- One unhappy customer will tell 5 other people of their bad experience with service



Did you Know?

Why customers leave:

69% poor customer service

13% poor product quality

9% competitive reasons

5% other

3% move away

1% die

“What gets measured, gets done” *Tom Peters.*



What Are The Benefits of a Mystery Shopping Program?

- Monitors and measures service performance
- Improves customer retention
- Makes employees aware of what is important in serving customers
- Reinforces positive employee/management actions with incentive-based reward systems
- Provides feedback from front line operations
- Monitors facility conditions - asset protection
- Ensures product/service delivery quality.
- Supports promotional programs
- Audits pricing & merchandising compliance
- Allows for competitive analyses
- Compliments marketing research data
- Identifies training needs and sales opportunities
- Educational tool for training & development
- Ensures positive customer relationships on the front line
- Enforces employee integrity.



What is expected from a Mystery Shopper?

- Mystery Shoppers will be honest confident, extremely reliable, able to meet deadlines and fill in forms accurately.
- Mystery Shoppers look upon Mystery Shopping as an opportunity to help improve service levels at the places they like to frequent.
- Mystery Shoppers take personal satisfaction in watching service levels rise knowing that they played an instrumental part in that improvement.
- Mystery Shoppers are conscientious, reliable and objective. They approach each new assignment as if it were the first time they had ever heard of the store. They only accept assignments, which they will complete on time, objectively, and without bias.
- Mystery Shoppers know the importance of following directions, they read and follow each client's evaluation criteria to the letter.
- Each assignment is different but normally involves assessing staff performance, customer service, cleanliness etc. Our clients want to ensure that the company standards they set are adhered to and the customer experiences the best service possible.
- Clients use the feedback to assist in developing the customer service standards and training for their staff.



Making Mystery shopping a success...

