

# The Progress of the Mystery Shopper

For Claire Boscq Scott, shopping is an essential part of the daily routine - but people pay her to do it

THIS is now the start of the second year of the company 4 Star Services, which specialises in providing 'mystery shopping' and related services in the Channel Islands and Isle of Man.

The 'mystery shopper' in chief is Claire Boscq Scott, and because of the nature of her job, we have attached this nice picture of her that shows her back and the back of her head.

Her company, founded in 2009, capitalised on the experience she gained in her career in hospitality – her previous job was as the deputy general manager at the Hotel L'Horizon. Her reasons for setting up on her own will strike a chord with anybody trying to juggle work and family life: 'I have two young children, and I wanted to manage my time better to see more of them, and to set up a better balance in my life.'

She believes there is an undoubted role for 'mystery shopping', and not just for retailers: the service applies to any businesses with customer-facing roles, such as hospitality, financial services, e-gaming, or other sectors of the economy.

Before she started her company, mystery shopping services were normally done by UK companies, but she felt that local demand for this merited a local operation to cater for it.

A mystery shopper's role is defined by the title – although maintaining the fiction that is simply another customer, she is assessing the standards of service, politeness, friendliness, efficiency and capability of the staff she encounters in hotels, or retail or catering outlets.

'As the recession bites deeper,' she said, 'retailers have even greater incentive to make sure that their staff are nice to the customers who visit their premises! Whether the client is an hotel or a shop, both need high standards of customer service to be able to thrive commercially.'

'Unfortunately, 96 per cent of retail customers won't say whether a product is right or not, or if they are dissatisfied with the service – they will simply go elsewhere.'

As the company enters its second year, she said she was concentrating and emphasising the core commercial activities of customer services: 'In the present economic climate my customers are realising the advantages of using my own services rather than employing a full-time customer services manager.'

Her company now provides four services that interlink well together: the mystery shopping, service management, customer services training for staff, and market research.

Her website was updated at Christmas and contains full particulars: is [www.cbs4starservices.com](http://www.cbs4starservices.com).

She can be contacted by telephone on **07797 828950** or by e-mail on [contact@cbs4starservices.com](mailto:contact@cbs4starservices.com).

