

Mystery Shopping

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Mystery Shopping is an effective and unique market research tool using professional evaluators (Mystery Shoppers) to perform customer shopping scenarios and report on every aspect of their experience. Mystery Shopper feedback provides valuable insights which take the mystery out of service, customer satisfaction, quality improvement, and industry excellence.

Demystify your business.

A well-stocked mystery shopping toolbox including flexible form design, a variety of survey delivery options, Instant Feedback Response questions, and real-time reporting allow you to compose a realistic and clear image of your business.

- **Standards:** Ensure that your locations consistently maintain company standards no matter what the scenario.
- **Compliance:** Verify that your staff is in compliance with ethical and legal requirements.
- **Security:** Monitor staff integrity concerning customer transactions – are they giving proper receipts, correct change, accurate tallies?
- **Training Needs Assessment:** Determine the strongest and weakest links in your service chain and what training is indicated, as well as track the effectiveness of the training provided.
- **Continuous Improvement:** Identify best practices to allow each location and staff member to achieve excellence.
- **Incentives:** Spotlight those in your organization who deserve recognition for service excellence and job performance
- **Industry Excellence:** Clearly see how your company benchmarks against the best-of-breed companies in your industry by service, price, or both
- **Competition Monitor:** Target your direct competitors to compare and evaluate customer experiences and advance your marketing strategy.

Mystery shoppers follow a detailed, scripted, typical shopping scenario and record their observations and experience.

