

# Customer Satisfaction + Mystery Shopping

## Monitor your Corporate Brainwaves



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Exponentially increase the value of mystery shopping data by pairing it with direct customer satisfaction polling for unparalleled insight into your company's performance — it's like looking into the "right and left brain" activity of your company.

### Left Brain

#### (Mystery Shopping)

**Mystery Shopping** systematically delivers in-depth analysis from professionals who execute your specific scenarios and compare employee performance to corporate standards.

Measures Corporate standards

Experienced Evaluators

Factual, Objective

Unbiased, neutral feedback

### Right Brain

#### (Customer Satisfaction)

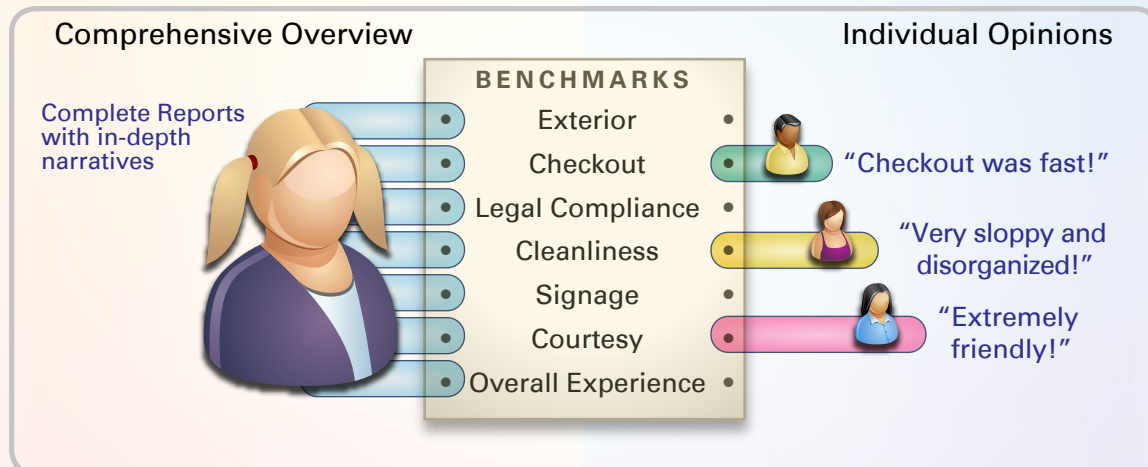
**Customer Satisfaction Polling** through IVR phone surveys and ICR web surveys delivers a large volume of feedback from actual customers with real-world experiences.

Measures Consumer Opinion

Actual Customers

Emotional, Subjective

Extremely positive/negative feedback



### Combined

#### Reward Strengths & Address Weaknesses

Both methods enable you to trend areas at risk for low customer satisfaction and implement preventive measures such as training programs or employee incentives to correct and strengthen these areas.

#### Instant Feedback Response

Both methods can notify key people in your organization immediately when a customer requests contact or gives a specific response. This opportunity for timely reaction enhances your ability to recover from poor service as well as to reinforce positive experiences.

# Mystery Shopping



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## Mystery Shopping

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.*

