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Here at Mystery Shoppers, we can help you to make sure that your customers always associate your company with a fantastic customer experience.

We can provide a range of services and by implementing the right programme, you'll be able to decide whether your company standards are being met, or whether adjustments are needed.



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Mystery Shopping

- Face to Face Visits
- Video or Audio Recorded Visits
- Home-Based Visits
- Mystery Calling with Recorded Calls
- Social Media, Live Chat, Website and Email
- Full Customer Journeys

Performance Management and Fulfilment

- Employee Monitoring
- Industry Benchmarking
- Fulfilment Tracking
- Company Audits
- Compliance
- Training and Consultancy



Customer Satisfaction

- CSAT Surveys (QR code, email link, paper-based)
- Focus Groups
- Exit Surveys
- Post Experience Courtesy Calls

Competitive Intelligence

- Competitor Monitoring
- Email, Website, Social Media Monitoring
- Pricing Comparison

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Outline Proposal

We'll be in touch to gather more details and then provide you with some indicative costs in an Outline Proposal. We'll discuss the details via a web meeting.



Programme Setup

Then we'll refine it and once you give us the go ahead, we'll send over a Project Brief and begin setting up the programme by designing an assessment form.



Recruitment & Training

We'll recruit mystery shoppers that match your typical customer demographic and provide them with briefing materials, varied scenarios and training if needed.



Assessments

Fieldwork will begin and assessment forms will be completed. We'll Quality Control these for you.



Results

The results will be available for you to view on your fully branded online portal.

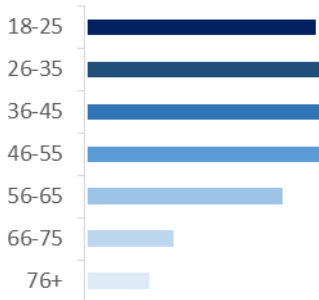


Programme Review

Once the wave is complete, we'll catch up with you to review the results.

We have 300,000+ shoppers on our database and have full UK and Ireland coverage.

We can also undertake projects elsewhere in the world in conjunction with local partner agencies and franchises.



The varied age range of our shoppers means that we'll be able to find shoppers who match your typical customer demographic.

We'll recruit shoppers by first screening them based on their profile information and, if further screening is required, we would use a certification to deduce who would be suitable.

We would look at their past experience and grading score. We can also implement rotation to ensure that the same person doesn't visit too often.



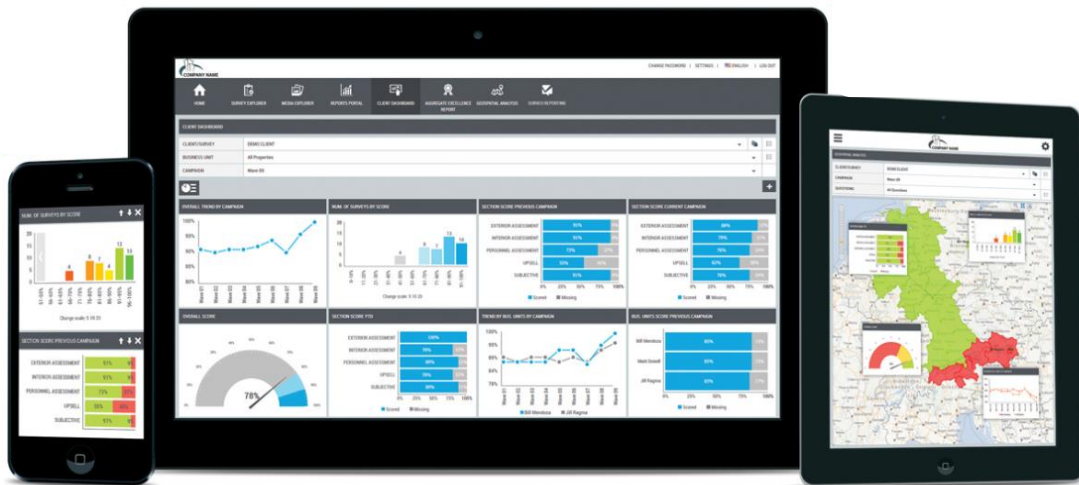
Prior to the visit date, shoppers are provided with a briefing document and we'll conduct phone or webchat training if required.

Each shopper will get a scenario which has been designed to provide specific information in order for them to present as a genuine customer.



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When the Mystery Shopping assessments have been quality controlled, they can be found on your online portal which provides you with numerous reporting tools.



Try the demo
portal now



The Home Page provides a snapshot of the results.



The Survey Explorer is where you'll find individual assessments. Print, PDF or email them.



Access any attachments such as call, audio or video recordings from the Media Explorer.



Generate trend charts, league tables and raw data using the Reports Portal.



Aggregate Excellence Reports show ranking and attention areas.



The Client Dashboard delivers multiple performance indicators with vivid visual markers.



Geospatial Analysis is great for presentations as it shows scores based on regions.



Answers Distribution shows you how many times certain answers were given.



Check on your Net Promoter Score using the dashboard.



Breakdown your results by each level using Drill-Down Analytics.



Deal with issues as they arise with the Action Dashboard.

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- A Customer Experience programme designed with your objectives and typical customer demographic in mind;
- A Project Brief document which will define timelines, number of assessments and how many waves you'd like, so that you know what to expect and when;
- Support from your Account Director who will work with you before, during and after the programme to ensure you are more than satisfied;
- An experienced Client Services Manager and their team who will run the programme on a day-to-day basis;
- Quality checked results on your [online reporting platform](#) which you can access on your PC, tablet or smartphone and the option of emails to notify you of when new results are available.



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We are customer experience consultants and specialise in using our Mystery Shopping programmes to achieve our clients' objectives – usually continuous improvement, compliance or competitor monitoring.

Each of our programmes are bespoke and we will work closely with you throughout to ensure that the programme will be effective in meeting your objectives.

We've been in business since 1991 and have gained a lot of experience in that time, as well as a shopper database of 300,000+ people.

We are proud to be members of the MRS and MSPA, which means we strictly adhere to their high standards when it comes to service quality.



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