

MYSTERY SHOPPING

— QUICK FACTS —

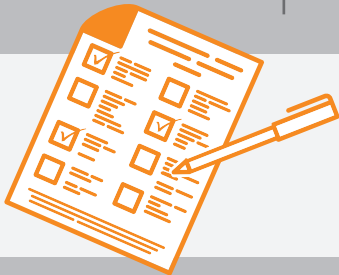


MYSTERY SHOPPING DATA...



Provides a **measurement** of established behavioral and operational standards

Provides **empowerment for employees** and opportunities for **reward and recognition**



Improves brand compliance and ensures that every location is meeting company-wide standards



Allows you an inside perspective to **employee performance**



Improves operational performance and **maximizes sales**



Provides an **objective point of view** of the **entire customer journey**

Specifically identifies areas where **further training** or a change in procedures can be made.



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CUSTOMER SATISFACTION SURVEYS

— QUICK FACTS —



CUSTOMER SATISFACTION SURVEY DATA...



Often only represents **negative findings**



Response rates can vary from **10-15%** on average

Provides an overview of customer's **feelings and perceptions**

Uncovers opinions, or the **“voice of the customer”**, regarding impressions of employees, products, services, and locations

Provides an opportunity for **benchmarking** and tracking progress through **strategically timed surveys**

Gives your customer a voice, which **builds trust in your brand**

Often is not detailed enough to provide actionable results



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