



BENEFITS



What your customers really think!

The development of **Active Mystery Shopper[©]**, is suited for researching services provided to customers. It is useful in the areas of retail, leisure and hospitality, financial/banking, government services. In fact it is useful in any area where customers seek to buy goods, obtain services or seek advice or support.

Want to provide the highest levels of customer service?

You need to investigate front line employee service standards.

Find out how your employees meet your **compliance** requirements.

Find out how your employees provide information or handle enquiries.

Why Mystery Shop?

Because you can...

- Check compliance.
- Monitor pricing.
- Monitor products/service quality.
- Examine your locations/outlets.
- Look at competition.
- See things from the customer's perspective.

Find out why customers leave

- Reduce churn.
- 69% leave because of poor service
- 13% because of poor product quality
- 9% because of competitor reasons
- 9% other

Save costs

The cost of acquiring new customers is more expensive than retaining existing ones – so keep existing ones happy!

Active Mystery Shopper[©] service from Direction Research is ideally suited to ensuring that your people are trying to meet customer needs while establishing **what your customers really think!**



Benefits

Active Mystery Shopper © is a combination of qualitative and quantitative observational research which provides a more in-depth view on how your customers are being treated on a one-to-one basis.

- Customer Service
- Employee service standards
- Measure level of helpfulness, how knowledgeable, courteous and efficient your employees are
- Focus on sales performance
- Look at pricing
- Compliance (saying the correct things, displaying, merchandising, stocking products) and **now regulatory compliance!**

Benefits of Active Mystery Shopper Shopping Programme

- Over time, a continuous mystery shopping programme can...
- Monitor levels of service and performance over time
- Monitor the effects of any improvement initiatives
- Allow you to compare by outlet, department, team, region etc.,
- Spot opportunities for improvements

Which can be used to ...

- Increase awareness amongst employees of good customer service and its importance fostering a more customer centric approach.
- Reward good service and increase overall quality of service to customers.
- Decrease customer churn.
- Ensure compliance.

To learn more about how Active Mystery Shopping can help you, feel free to get in touch with us:

