



A Guide to Mystery Shopping

How it works and why it
will work for you



What is Mystery Shopping?



Mystery Shopping is a cost-effective, real world measurement tool, which enables you to assess your current sales, service and customer experience performance. And all seen through the eyes of your customers!

Mystery Shopping can provide detailed measurement and assessment of EVERY stage of your customer journeys, to uncover actionable insights which you can turn into business growth.

Mystery Shopping allows a business to collect both independent, objective customer service data based on precise process measurements, and also an unbiased, subjective layer of experience data based upon an individual's reported customer experience.

A professional Mystery Shopper will interact with your business in line with a pre-agreed brief, documenting their entire experience with video, audio and written reporting, and also assessing the experience against a pre-defined list of best practice sales and service criteria.

All of this provides you with hugely valuable insights into what you do well, so motivating your staff, but also what you can do better which will have a direct impact on revenue growth and profitability, and put you one step ahead of your competition.



shhh

Who uses Mystery Shopping?

Almost every industry can and does use Mystery Shopping, but here are a few examples:



Estate Agents

The ideal tool to measure the ultimate moment of truth - conducting an instruction-winning valuation survey! Also monitor how staff handle multi-channel enquiries across departments.



Retailers

Measure the delivery of consistent in-store sales experience, across multiple branches. Get detailed operational feedback. Eg. Changing rooms, cafes, shop floor appearance, returns, etc



Travel Operators

Every service and experience aspect of a holiday can be evaluated, from initial enquiry, booking process, journey and transfer, service and facilities, complaint handling and much more.

What can Mystery Shopping measure?

Mystery Shopping services can measure any interaction a customer might have with a business across one or multiple communication channels, depending on your particular requirements.

Each interaction or communication channel enables the production of specialist output reports, in different formats suited to the channel.



Telephone Enquiries

Shoppers pose as potential customers, using a variety of different scenarios. Measure a mix of sales compliance and customer experience metrics.



Reports



Audio Files



Web-form, Email & Live Chat Enquiries

Enquiries via website form, email address, live chat or third-party portal. Measure site functionality, response time, tone of voice and customer service levels.



Reports



Transcripts



Social Media Messaging

Measure response times and implement formal standards, to ensure consistency across social media platforms and with other channels.



Reports



Transcripts



Screenshots



Store, Branch or Home Visits

Observe first-hand face to face interactions between staff and customers, in branch or home visits / consultations. Plus follow-up communications.



Reports



Video Calls

Plus virtual video tours & video calls

How does Mystery Shopping work?

Most Mystery Shopping activity can be completed within 4-6 weeks of commission, adapted and customised to suit your business sector, and specific measurement goals.

That may be specific processes, branches or staff. Whatever you want to assess can be targeted through custom briefs and scenarios.



What do the results look like?

Questionnaires are extremely flexible, so you can focus on the areas most important to you.

Consider what these are, and the scoring of key questions can be weighted accordingly.

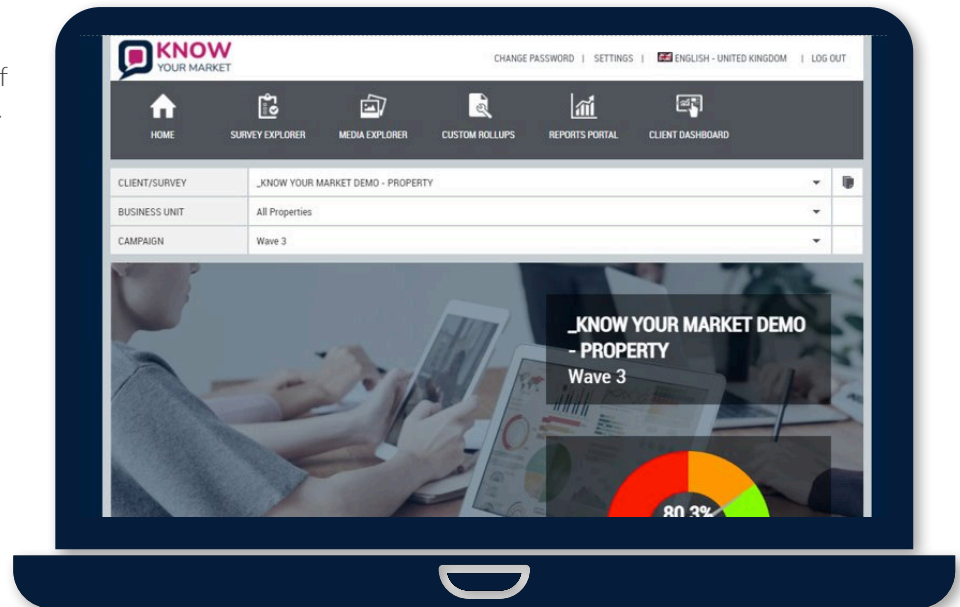
Mystery shops are typically scored on 2 key assessment areas:

Sales process

- Answering queries
- Collecting information
- Maximising sales opportunity

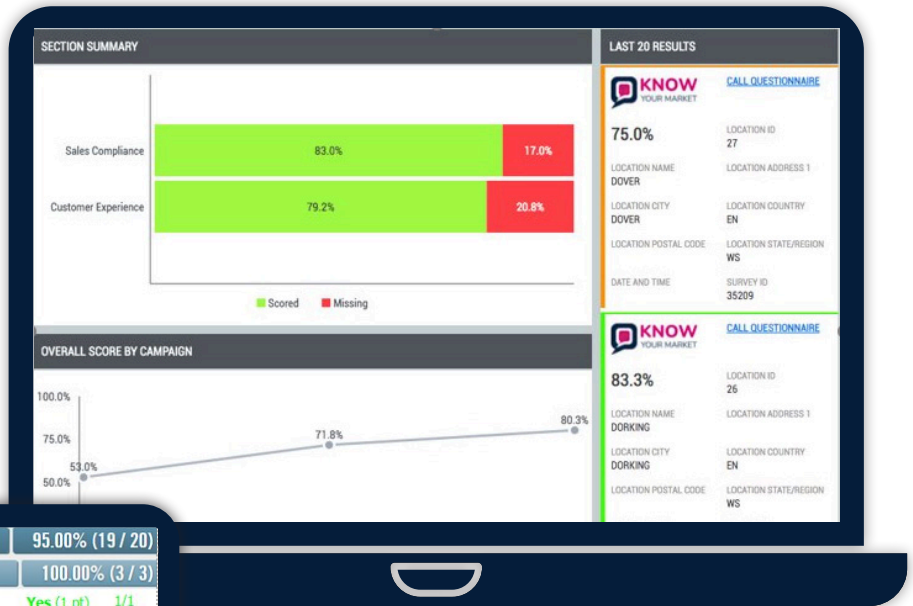
Customer experience

- How did the customer feel at each stage of the process



All results are provided via KYM's state of the art client portal

- A customisable and interactive results dashboard
- Multiple auto-report functions
- Embedded audio and video files within individual shopper reports
- Wave on wave analysis
- Multi-level access permissions



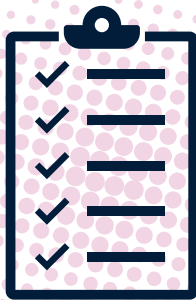
Sales Compliance	95.00% (19 / 20)
Making You Feel Welcome	100.00% (3 / 3)
1. Was the call answered within 3 rings?	Yes (1 pt) 1/1
2. Was the call opened with a pleasant, professional and welcoming greeting?	Yes (1 pt) 1/1
3. Did they provide you with their name at any point during the call?	Yes (1 pt) 1/1
4. Was your call answered on the first call attempt? How was the call answered? What greeting was given to you and how enthusiastic did the call handler sound? Comment: "Example Commentary" The call was answered within 3 rings, with a professional greeting. I felt that the call handler was ready to deal with my enquiry and sounded friendly. They gave me their name at the start of the call and asked how they could help me today.	

5 Key Benefits of Mystery Shopping

Mystery shopping is a unique methodology to see your company through the eyes of your customers.

It allows a business to collect **objective** customer service data through an independent third-party. It is free from internal bias, and created by professionals who focus on best practice behaviours which will improve your business performance.

Conducting regular high-quality, bespoke mystery shopping programmes offers an extensive list of benefits.



Boost sales and Sales opportunities

- Allows sales managers to monitor how well staff interact with customers in terms of showcasing their services or products.
- Check how consistently staff remember to ask the right questions, collect relevant information and cross-sell related products and services.
- Regular measurement helps staff internalise all aspects of the sales process facilitating a confident and convincing sales pitch.
- Better sales progression and increasing revenues.

2

Identify training needs and motivate teams

- Measuring sales process at each of its component stages shines a targeted light on areas that still need work. Crucial when bedding in new processes and behaviours.
- Actionable insights improve training programmes, enable testing, and ensure all staff benefit from shared best practice to achieve new levels of performance.
- The structured report framework guides individual and collective appraisal. Celebrate the highest performers with prizes or peer recognition programmes.
- Tracking performance leads to high performing and motivated teams.

3

Learn from the competition

- Keep an eye on how your key rivals are selling themselves to the market.
- Benchmark your competition to maintain or achieve a competitive edge.
- Collect first-hand knowledge of competitor offerings, strengths and weaknesses.
- Be as well-informed as your customers on the options available.
- Innovate and improve your sales approach to stay ahead of the game.



4

Effective, consistent brand messaging

- Measure how well staff are presenting your company, and observe customer response.
- Ensure your staff are explaining what makes your company special.
- Test delivery and reaction to marketing, promotions and brand messages.
- Increase likelihood to recommend and gain repeat business revenue.
- Reinforce brand value with best-in-class customer service



5

Map multi-channel customer journeys

- Monitor speed, quality and consistency of response across all channels at every point of the customer journey.
- Measure multi-stage processes to deliver a seamless customer experience however complex and long the journey.
- Fine-tune the creation of personalised and relevant content suited to each customer's preferred communication channel(s) and circumstances.
- Optimise the individual's customer experience however they choose to interact.

Call Know Your Market today on 01403 230650 to discuss how Mystery Shopping could help your business.

“*The best thing about the Know Your Market's Mystery Shopping Programme is that it provides us with a laser like ability to identify training needs. Seeing both the good and not so good in our customer experiences is actually a gift – a WIN WIN. We're able to celebrate and reward what we do best, and immediately work to improve what we don't.*”

Julian Carter-Jones
Barker & Stonehouse

“*Know Your Market's mystery shopping enables us to design the best customer experiences by identifying areas for improvement, and motivating our teams to even higher standards of excellence.*”

Nick Moir
Andrews Property Group



“*We chose Know Your Market based on their reputation for Customer Experience insight and excellence, and they have lived up to it. Know Your Market have enabled us to identify and implement improvements within our business, and played a key role in our sales success this year, and in helping us win a FEEFO Platinum Award.*”

Attic Storage

“*Putting the mystery shopping programme with Know Your Market at the heart of our staff development programme has driven real behavioural change. It fuels our already ambitious team to reach new heights, ensuring we perform consistently at the top of our game to look after Martyn Gerrard customers. Directly attributable business results have followed.*”

David Smith
Martyn Gerrard Estate Agents



Actionable Insight that delivers

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Mystery Shopping & Market Research