



Client Newsletter

June, 2012

Dear Judi,

For those already committed to mystery shopping as a way to increase loyalty though enhancing customer service, these will be useful articles.

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Ten Tips to Unraveling a Mystery Shopping Program

Is there a difference in customer service when a Regional Manager and/or VP of Operations visits one of your locations on a Tuesday afternoon versus a customer walking in on Thursday night a half hour before closing? Read 10 tips how a mystery shopping program can provide clearer vision into how customers are treated in your store locations. [Click here for complete article](#)

By Marc MacGillivray
Posted on LPI

Top 10 Mystery Shopping Uses

From convenience stores to upscale retailers to restaurants and medical practices, mystery shopping reports go a long way toward revealing how well employees interact with customers on a daily basis.

So, how do our clients use mystery shopping? Mostly, mystery shopping is used to find out about those things customers won't tell you in surveys or social media comments, or issues you can't discover by asking customers. If you have a customer service delivery process or set of procedures in place for fulfilling a brand promise in front of a consumer customer, chances are the process can be mystery shopped. [For complete article, click here](#)

May 31, 2012 by Confero Inc.

Upcoming Events:

The American Marketing Association - annual advanced research techniques forum - June 24-27 in Seattle. [For more info, click here](#)

Marcus Evans - customer experience conference - July 17-18 in Chicago.

[For more info, click here](#)

IIR - Shopper Insights in Action conference - July 18-20 in Chicago.

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