

Quality over Quantity

Dear Judi,

At the request of several clients, we will be sharing articles on customer service and mystery shopping monthly rather than quarterly - shorter newsletters more frequently.

We appreciate that you are inundated with emails daily and will understand and respect if you need to "opt out".

Judi Hess

WHEN FINDING A MYSTERY SHOPPING COMPANY, IT'S ABOUT QUALITY OVER QUANTITY

In the secret shopper industry, it would seem that many individuals that look for a mystery shopping company use the quantity of reports offered as a measure of who is right to use. I don't know how many times in history the phrase "it should be about quality over quantity" can be used, but let's throw caution to the wind and try it again here. Yes, the option of choosing from multiple different reports can be a positive thing. But too much quantity will only backfire. Here's why:

- **Who is actually going to read the reports?** The primary need for using a mystery shopping company is to gather data and feedback that is not otherwise available. However, it is also to do some of the legwork that the company just can't handle itself due to time constraints. So, how exactly would presenting a month's long reading list of reports in front of management actually lead to progress? If it's too much, no one is going to read it.
- **There is such a thing as too much data that's not actionable.** If the goal is to change sales and customer satisfaction in store, and determine how front-line behaviors can do that, then why look at anything else? The only reports you truly need are the ones that give you the take-aways. Everything else may just become clutter.

Sticking to obtaining quality, usable reports over quantity is where the results are going to come from. So when choosing a mystery shopping company, look for that and stop there.

Posted on July 26, 2011 by Beth
ICC Decision Services

HELP US KEEP OUR QUALITY AWESOME

We welcome your suggestions for enhancing your forms, changing scenarios, adding competitor shops, etc. However, we need to receive any changes by the 1st of the month prior to the change. While this may seem like a lot of "lead time", please consider that we need to

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implement those changes by mid-month as the process of finding qualified shoppers for your next month's shops begins by then. Last minute changes may result in delays and missed shops.

MYSTERY SHOPPERS MOVE INTO 21ST CENTURY

Service Credit Union enjoys the mystery

New Hampshire's Service Credit Union relies on mystery shopping to keep up with customer expectations. Dan Clark, vice president of branch administration for Service Credit Union, says that branch employees are expected to use customers' names during transactions; it's a very important part of the customer experience. "So many times when someone goes into their financial institution the customer has the feeling that they are just an account number rather than a person with needs," Clark says. "By using their name, it makes the member feel more comfortable, and our staff becomes more familiar with our 'regulars' at the branches."

Clark used mystery shoppers from Customer Perspectives to check whether employees are doing so, as well as to learn other information that he could not find out any other way. [Click here for entire article](#)

By Theresa Cramer
1to1 media

TEN WAYS TO DISCUSS MYSTERY SHOPPING REPORTS WITH EMPLOYEES

June 16, 2011 by Confero Inc.

1. In person, one on one: One of the best ways to gain impact from mystery shops is to meet with employees one-on-one to discuss results. If an employee does not score well on a shop, managers need to coach the employee privately. They can discuss ways to improve the customer interaction and also the employee's concerns with any of the mystery shop expectations.
2. Email: Companies send summary emails about regional and company performance within each mystery shopping area to keep everyone on the right track. Highlighting the high-scoring areas compliments employees, while detailing often-missed sections lets employees know where to place more effort.

For complete article, [click here](#)

DON'T REPEAT PAST CUSTOMER EXPERIENCE SINS

Collecting feedback is only the first step in the journey to improving the customer experience. The act of gathering feedback from customers in itself raises the expectation that action will be taken. Many of the top companies are realizing that there is a need to close the loop by getting

back to customers to ensure any issues are resolved.

By consistently closing the loop on customer issues, a database of solutions to issues is built up. Analysis of this database will identify recurring issues. With this knowledge, efforts can be focused to allow similar issues and their cause to be resolved by a single improvement action.

Closing the loop is the first step to learning from customer feedback. By implementing improvements, past sins can be avoided and as customers start to see action being driven from their feedback, loyalty grows.

By Keith Schorah on July 4, 2011
CustomerThink

Upcoming Events

NEMOA - The National Conference for Direct Marketers, March 14-16 in Boston. For more information [click here](#)

Worldwide Business Research - "Next Generation Customer Experience" conference March 26th - 28th in Las Vegas. For more information [click here](#)

The American marketing Association - Annual Applied Research Methods conference on April 16th - 18th in Las Vegas. For more information [click here](#)

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