



## December 2012 Retail Client Newsletter

**Dear Judi,**

**All of us at Customer Perspectives wish you and yours a very wonderful holiday season. Here's to a great 2013!**

**Judi**

### **Focus on: Mystery Shopping - Grocery Stores**

ROCHE: At Roche Bros., an 18-store upscale supermarket chain in Wellesley Hills, Mass., mystery shopping is a way to monitor and ensure the effectiveness of its long-standing programs. According to Maribeth Grant, customer service merchandiser, the company takes a "Golden Rule" approach to shoppers.

"We use [mystery shopping] as a tool to help us maintain the leadership [in good customer service]. The principles of treating others the way you want to be treated is so fundamental to who we are," she said. Grant added that Roche holds training classes, offers department mentorship programs and also sends employees to Dale Carnegie courses.

"We consistently give associates feedback, and they are definitely aware that the stores are shopped. It helps associates know they have to be on the game all the time," said Grant, who noted when the results arrive they are immediately emailed to the store manager. "They are published in the store, and people are recognized for the services they are doing, such as a \$5 reward or letter from the president."

Judi Hess, president of Customer Perspectives, of Hooksett, N.H., which provides the service to Roche, said that Roche has mystery shopper visits once per month, per store, with the reviewer required to visit at least four of its departments and "sometimes as many as eight" per trip.

"What doesn't get measured doesn't get done," Hess said. "Retailers are much more aware now of how customer service drives consumer loyalty and the ROI on it."

For complete article, [click here](#).

By Laura Klepacki

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## Taking the Mystery out of Mystery Shopping - Hotels

Identifying "legendary" guest service isn't rocket science, Zoba said. Often it's simply about doing a lot of little things right.

When a potential guest calls to inquire about amenities, for example, hotel associates should be friendly, speak slowly and clearly, and ask a lot of questions to determine the needs and wants of each particular guest.

"We train our (the hotel staff) to ask a lot of questions," she said. "You should never assume."

Still, there are certain keys hoteliers should remember to get the most out of the experience.

For complete article, [click here](#).

**By Patrick Maycock**

Check out *It's Your Business* by JJ Ramberg - filled with really smart and easy tips for running your company (including one from me). Available at [Amazon](#)

### Upcoming Events:

**MRA CEO Summit** - Feb 25- 26 in Miami. [Click here](#) for more information.

**CASRO Online Research Conference** - Mar 7-8 in San Francisco. [Click here](#) for more information.

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