



October 2014 Client Newsletter

Dear Judi,

The values of mystery shopping are obvious and measurable. But how can you maximize that value? Below are a few objective articles on best uses.

Judi

You've Set Up a Mystery Shopping Program: What's Next?

So, you've set up a mystery shopping program: you've identified standards, created a strategic measurement form, deployed mystery shoppers and now you are receiving completed mystery shops. But you're probably wondering, "What happens next?"

Measuring your customer's experience is only *half* of the equation. It's what you do next that will make the difference in whether your mystery shopping investment will pay off or fall flat. Now it's time to make those mystery shops work for YOU! The "secret sauce", if you will. This is where the magic happens and ideally behaviors are shaped, resulting in better performance.

When you have received completed mystery shops back, you will want to review the mystery shop in a timely manner and provide timely feedback to those who were shopped. Immediate feedback is essential to shaping behavior (think Pavlov's Dogs...). Take note of areas of success (what was great!) and opportunity (where did we fall short?) that are identified in the shop. Usually these are very evident in the quantitative (scored scale) and qualitative (text sections) results.

Then, you'll want to complete an action plan with your "shopped" employee(s). If the mystery shop includes more than one employee, you will want to meet separately with each of them and block out names for privacy.

Before you complete the action plan, review the mystery shop together with the employee and identify areas of success and areas of opportunity.

The goal of this in-person meeting is to:

- Celebrate successes
- Identify skills for improvement
- Close the skill gap

You will then apply an action plan to begin to identify and close the skill gap. Your action plan should include these 4 section:

1. Skill/Behavior: Answers the question "What is the desired BEHAVIOR

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or SKILL to develop?"

A Behavior is an observable action. A Skill is a technique that is acquired through training and experience.

For example: The team does not perform when the manager is not there.

2. Barriers: Identify possible OBSTRUCTIONS to the skill or behavior.

Ask open-ended questions to drill down to root cause. Actively listen.

For example: The employee is tired because he has multiple jobs.

3. Action Steps: Break down actions on how to ACHIEVE solution.

Seek input. Build a partnership between employee and his/her manager. Delegate to whom and define "why".

For example: I am going to hold my Supervisors accountable by finding out what is going on, from that discussion I will come up with plan to develop and support my supervisors, by delegating tasks I can also grow and develop my team so they are not bored with routine tasks.

4. Goal: The RESULT of demonstrating the skill.

Discuss rewards-both physical and intrinsic. Identify areas of opportunity.

For example: I can empower my employees by delegating tasks and developing my supervisors. If I empower my employees they will be happy in their jobs and stay with us. When employees are happy, are customers will be happy which leads to higher sales!!

Each of these areas should be discussed and completed together-both you and the employee agreeing on the answers. These crucial conversations and follow-up documentation will go far in ensuring that mystery shops are used as an effective method of service and employee development!

By Jill Donnelly
CSE

Taking the Mystery Out of Customer Experience Measurement

By 2020, customer experience will overtake price and product as the key brand differentiator. It is therefore essential for every B2C (and B2B, but that's another article) organization to focus on the customer experience they are delivering, and to have a means to draw an accurate picture of that experience.

According to a CEI Survey, 86% of buyers will pay more for a better customer experience, but only 1% of customers feel that vendors consistently meet their expectations.

In this regard, mystery shopping is impressively effective in measuring the

consistency and performance of an organization in delivering to their customers.

However, before selecting a service provider to undertake your mystery shopping for you, it's important to look at 3 key areas that will ultimately inform the value and usefulness of your research.

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

INTERACT RDT

Upcoming Events:

IIR's **Foresight & Trends** will be held Nov. 11-12 in Beverly Hills. For complete information, [click here.](#)

Predictive Analytics & Business Insights 2014 will be held on Nov. 19-20 in San Francisco. For complete information, [click here.](#)

The International Quality and Productivity Center customer experience summit will be held Dec. 8-10 in New Orleans. For complete information, [click here.](#)

Corp Events annual conference, **Data Marketing 2014: Unlocking the Power of Your Customer Information** will be held Dec. 10-11 in Toronto.

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

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