



## June 2015 Client Newsletter

Dear Judi,

My father always taught me - If you're going to do something, do it right. So - if you are going to use a mystery shopping firm to measure the customer experience, why not select the very best one for you?

Judi

### **The 3 Best Ways to Select the Best Mystery Shopping Firm** **By Judi Hess** **Owner, Customer Perspectives**

Quality - Speed - Price. These are the top priorities of clients searching for a mystery shopping partner.

**1. Quality** - Look for an established mystery shopping firm which is a member of its trade association - the Mystery Shopping Providers Association (MSPA). MSPA members must pledge to a rigid ethics agreement - for clients and for shoppers.

Look for established, responsive companies with reliable employees who follow up quickly with answers. Choose a company with quality control editors who will uncover and correct any inconsistencies, subjectivities, or lack of detail in the shopping reports. They should also rate each shopper and correct any spelling or grammatical errors.

Look for firms who specialize only in mystery shopping, not checking companies who offer mystery shopping as part of a deal or full research companies who dilute their mystery shopping efforts with all sorts of other research.

Look for experienced companies who can uncover your specific needs, then develop both a questionnaire and data reports to reflect you unique needs rather than offer a cookie-cutter approach.

Choose a company who will get your "shops" done when expected, all the time.

**2. Speed** - Look for a mystery shopping company which transmits shopping reports via the internet within 3 business days - immediately after review by their quality control editors.

**3. Price** is, of course, always important. BUT you should never sacrifice either quality or speed for a low price.

### In This Issue

[3 Ways to Select the Best Mystery Shopping Firm](#)

[Designing the Right Mystery Shop Program](#)

[Customer Retention Fact](#)

[Upcoming Events](#)

## Designing the Right Mystery Shop Program For Your Organization

Corporate strategies can succeed or fail for a number reasons. Most failures can be explained by the strength of the strategy or the strength of execution.

Given the importance of successful execution, there are many tools available to organizations to ensure that this is not a point of failure in their strategies. One commonly used tool is execution of mystery shop programs. The majority of programs are designed to assess compliance to operational standards. A well designed mystery shop program will drive operational efficiency, increase loyalty and drive revenue to the bottom line.

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

By Mike Linck  
TrendSource

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### Customer Retention Facts:

- The average company will spend four to six times more to attract a new customer than to keep a present one
- Your present profitable customers are your best source of new profitable customers. These referred customers have a 92% retention rate whereas those acquired through marketing efforts have a 67% retention rate.

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### Upcoming Events:

Worldwide Business Research's conference, "**Merging the Digital and Physical Retail Environment**" will be held June 23-25 in Seattle. For more information, [click here.](#)

IIR's event "**Revolutionize Your Shopper Strategy to Win in the Emerging Retail Landscape**" will be held July 20-22 in Chicago. For more information, [click here.](#)

The Management Roundtable' conference themed "**Summer Camp 2015: Positive Digital Strategy**" will be held on Aug 5-7 in Colorado Springs. For complete information, [click here.](#)

AMA's summer marketing educator's conference will be held on Aug 14-16 in Chicago. For more information, [click here.](#)

AMA's annual marketing research conference will be held on Sept. 27-29 in Austin. For more information, [click here.](#)

Richmond Event's conference "**The Market Insight Forum**" will be held Oct 8th in New York City. For more information, [click here.](#)

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Customer Perspectives | 213 West River Road | Hooksett | NH | 03106