

Mystery Shop Stories from the Field

Dear Judi,

Due to a plethora of material to share and the request of a few of our clients, we will be sending shorter newsletters monthly rather than longer ones quarterly. Of course you should feel free to opt out if you find these "sharings" aren't helpful or of interest to you. This month we'd like to share a few fun but true actual mystery shops.

Regards,

Judi Hess

In This Issue

[Office Depot's MS Turnaround](#)

[Best Bank Customer Service Story](#)

[Upcoming Events](#)

Office Depot's President on How "Mystery Shopping" Helped Spark a Turnaround

Harvard Business Review
By Kevin Peters

The Idea:

The office products retailer was measuring customer service using metrics- such as the cleanliness of bathrooms-that didn't drive sales. Its new president is trying to fix that by retraining the staff and transforming the company.

When I became the leader of Office Depot's retail stores in the United States, in 2010, the first thing I tried to do was figure out the meaning of a puzzling set of facts. Our sales had been declining, and although that's not unusual in a weak economy, they had declined faster than the sales of our competitors and of retailers in general. At the same time, the customer service scores our third-party mystery-shopper service was reporting were going through the roof. This didn't make any sense. How could it be that we were delivering phenomenal service to our customers, yet they weren't buying anything?

To understand these contradictory data points, I decided to do some mystery shopping myself. I didn't wear a suit. I didn't wear a blue Office Depot shirt like the ones employees wear in all our U.S. stores. Instead I wore a faded pair of jeans, a T-shirt, and a baseball cap. I didn't tell anyone I was coming to visit, and in most cases I didn't let anyone know afterward that I'd been in the store. What I wanted was to experience Office Depot in the same way our customers do. Over the next several weeks I visited 70 stores in 15 or more states.

For complete article, [click here](#)

The Best Bank Customer Service Story I Ever Heard

Snarketing 2.0
By Ron Shevlin

The incident happened 18 years ago, and I only heard it for the first time yesterday. What makes that worth mentioning is that the story was

from my father.

I was in Florida yesterday for a conference that was 45 minutes from where my parents live, so they drove down and joined me for lunch. Here's the lunch conversation:

Mom: So what did you talk about in your speech?

Me: Stuff.

Mom: What kind of stuff?

Me: Bank stuff.

Mom: What kind of bank stuff?

Me: Bank customer loyalty stuff.

Mom: What kind of bank customer loyalty stuff?

Then it hit me. Thirty+ years past my teenage years, and my conversations with my parents haven't changed one bit. (Where you going? Out. With who? People. What kind of people? Friends. What are you going to do? Stuff. Where are you going to do "stuff"? Out.)

So I told my parents that my presentation was about the stories that loyal customers tell. And my father says "oh, like the story I told you about our bank." To which I replied, "you've never me told me that story." (Which is incredulous, because my parents have 10 stories, all of which I have to hear every time I see them. My people know what I'm talking about).

To read complete article, [click here](#)

Upcoming Events:

Worldwide Business Research - Conference themed "Next Generation Customer Experience" on March 26-28 in Las Vegas. [Click here for more info](#)

The American Marketing Association - Applied research methods conference on April 16-18 in Las Vegas. [Click here for more info](#)

Worldwide Business Research - Spring Mobile Shopping conference on April 23-25 in San Diego. [Click here for more info](#)

The Alliance of International Market Research Institutes - Conference themed "the Power of Social media Research on the International Landscape" on April 27 in New York. [Click here for more info](#)

IIR - Conference on technology in market research on April 30th - May 2nd in Las Vegas. [Click here for more info](#)

We love referrals....

please tell your friends and colleagues about the mystery shopping services of Customer Perspectives by clicking on the share link below

www.CustomerPerspectives.com



[Forward email](#)



Try it FREE today.

This email was sent to judi@customerperspectives.com by judi@customerperspectives.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

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