



## October 2012 Client Newsletter

**Dear Judi,**

Since managing your mystery shop results will give you a better ROI, I am sharing these two articles with tips for doing so.

Judi

### Five Tips for Managing with Mystery Shopping Results

Does your current mystery shopping strategy take into account associates from different generations? Consider this fact: By 2014, millennials will comprise 36% of the workforce. You need to meet the unique needs of your different employee segments to manage effectively, and this millennial group demands attention.

Whether you want to see how well associates greet customers, upsell or resolve a problem, complaint or return, mystery shopping provides unique insights into employee behaviors. How you use this data ultimately determines how valuable the shops are. Here are five tips on using mystery shops to more effectively manage associates:

[Click here for entire article](#)

By Elaine Buxton

### Using Mystery Shop Findings to Focus Resources & Define Marketing Strategies

Mystery shopping can reveal a variety of issues that may be present in senior living communities' marketing departments, including a need to return to basic Marketing 101 and a tendency to practice 'iPod Marketing', but communities can learn from their mistakes and use findings to reallocate marketing dollars and better focus their resources and strategies.

This can be done in a couple different ways, including learning which aspect of a specific community to highlight in marketing brochures and tours; training staff to assess the cost of each lead; and what perhaps seems the most basic: providing an appealing tour experience to prospective residents and their families.

One older community requested a comparison mystery shop of itself and several other communities, feeling it was at an "extreme" disadvantage to nearby competitors that had been built more recently and had more modern amenities.

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After comparing results, it turned out that the older community was actually tied for the top marks, thanks to a warm and helpful staff that engaged with the prospect along every step of the tour.

"You might think your number one asset is your building, but you might find out it's actually your staff," says Elisabeth Borden, founder and principal at The Highland Group, which offers mystery shopping services to clients. "[Getting shopped] helps people shift their marketing messages; you could find out there are very different impressions than what you thought." [Click here for entire article](#)

By Alyssa Gerace

### Our New Website

We are excited about our new website and invite you to visit it at [www.CustomerPerspectives.com](http://www.CustomerPerspectives.com). We would love to add your thoughts about mystery shopping and/or CP - either in our testimonials or our business blog. Can you send us a paragraph or two with your thoughts to [Judi@CustomerPerspectives.com](mailto:Judi@CustomerPerspectives.com)

### More Great Ways to Know and Serve Your Customers Better - and Build a Stronger Business!

As you know, we believe in understanding our customer's experience and what they really want. It's crucial to the success of every organization that serves the public.

That's why we're happy to introduce you to the team at Website Publicity, a customer research agency that we've worked with over the years. A new approach that allows you to get actionable data fast and affordably by leveraging the power of Social Media. After all, your customers are on Facebook; shouldn't you survey them there?

Take a look at the [Facebook Survey Solution](#) as well as their full suite of [Customer Research Solutions](#), and tell them they your friends at Customer Perspectives sent you.

### Upcoming Events:

**"The Market Research Event 2012"** by IIR on Nov 12-14 in Boca Raton, FL. [Click here for more info](#)

**"Social, Local and Mobile Market Research Innovations Congress"** by Strategic Solutions on Dec 4-5 in San Francisco. [Click here for more info](#)

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