



December 2015 Client Newsletter



Dear Judi,

A well-planned mystery shopping and customer service survey program are really advanced marketing tools that any business should consider using.

Judi

Mystery shopping and customer surveys are well worth the investment!

Here are tips on how to set up an effective program:

- 1. Give careful thought to what you'd like to accomplish** with a mystery shopping and/or customer survey program. Do this before approaching a mystery shopping firm like Customer Perspectives. Determine what you want to know and determine what is to be measured in the program. What evaluation methods and tools can you use? A mystery shopping program and customer surveys can show if your customer service is working well. A well-crafted survey can determine the customer's viewpoints and opinions, which can help you hone your branding and/or your position in the marketplace. You might start by crafting a program centered around solving whatever is the biggest challenge facing your business at the moment.
- 2. You can't find out everything.** Don't require that the mystery shop or survey encompass everything you think you'd like to know. Focus only on the most important points so as not to overload the shopper or the survey. This will ensure that your program collects the best possible data. On your survey, make sure some questions are open-ended. You'll get useful insights that can't be revealed by simple yes-or-no answers.
- 3. Use the professionals who understand your industry.** Trained and experienced mystery shoppers and survey consultants are necessary in order to interpret the results and develop an action plan based on those results.
- 4. How do customers view you?** When you get the results of the survey and/or the mystery shop, look for ways that your perception of your customer service and a customer's perception differ. Analyzing your results and acting accordingly will help you strengthen your position in the

customer's minds.

A Basic Definition of Mystery Shopping

Mystery shopping has been a standard business practice used as far back as the early 1940s, when retail became a major force in the U.S. economy. Since then it has evolved as a tool used externally by market research companies and watchdog organizations, and internally by companies themselves. Mystery shopping:

- Measures quality of service
- Evaluates compliance with regulations and workforce development objectives
- Gathers specific information about products and services

The mystery shopper's specific identity and purpose is generally not known by the employees of the establishment being evaluated. But as a staple of American business practices and a critical tool for nurturing workforce development, mystery shoppers pose as actual customers or users of a service - by purchasing a product, asking questions, registering complaints or behaving in a certain way - and then document their experiences and/or other findings. Companies use this vital information to make key adjustments to their operations.

Mystery shopping, which outputs an objective snapshot of a business's performance, is used in virtually all business-to-consumer industries as the primary essential tool utilized to assess and improve the customer service experience.

MSPA

More killer phrases

that would turn off customers:

- Don't rock the boat
- You'll look foolish
- Why should we waste our time with this?
- We've never done that before
- Send me a memo
- We don't have the expertise

Upcoming Events

American Marketing Association's **2016 Analytics with Purpose** conference will be held February 7-9 in Scottsdale, AZ. For more information, [click here](#).

QRCA's **Qualitative360 Europe 2016** event will be held on February 16-17 in Berlin, Germany. For more information, [click here](#).

The Quirk's Event 2016 will be held February 23-24 in Brooklyn, NY. For more information, [click here](#).

American Marketing Association's **2016 Winter Marketing Academic Conference** will be held February 26-28 in Las Vegas. For more information, [click here](#).

MRS's annual conference will be held March 15-16 in London. For more information, [click here.](#)

The **12th Annual Customer Experience Conference** will take place March 24-25 in New York. For complete information, [click here.](#)

Strategy Institute's Fifth Annual **Customer Experience Strategies Summit** will take place on April 4-5 in Toronto. For more information, [click here.](#)

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