



February 2016 Client Newsletter

Dear Judi,

Since 67% of customers buy on the experience they had rather than price, wouldn't you agree that measuring and monitoring your customers' experiences is critical to your bottom line? Read on for how this could work for you!

Judi

Mystery Shopping as a Measurement Tool

Mystery shopping is a management tool that verifies whether a company's operational policies are consistently executed by:

- Measuring employee performance and productivity.
- Measuring the extent to which a company's team supports their brand identity.
- Uncovering the disconnect between corporate culture, policy, and customer experience.
- Quantifying the company's workforce impact, and the need for future investment in human resource capital and job development.

Mystery shopping also promotes high quality standards, and incentivizes a greater competitive marketplace. It develops the data that a company needs in order to author, implement and adjust employee training programs and best practices, to ensure a stable workforce delivering exceptional customer service.

How Mystery Shopping Works

In its simplest form, mystery shopping involves contracting with hundreds of thousands of pre-recruited, highly observant, ordinary Americans, across the United States to anonymously evaluate a business in their spare time for nominal supplemental income.

These "Mystery Shoppers" make objective observations about their interactions with a business, and document their specific observations about areas such as customer service, sales ability, merchandising, product quality, operations and compliance. While every measurement method has its limitations, the anonymous secret assessment of mystery shopping delivers a highly successful tool for measuring how well company policies are implemented and brand experience is reinforced at every customer touch point.

Factoids from The Huffington Post

- It takes 12 positive experiences to make up for a single bad experience.
- Negative interactions with a business are spread to twice as many people as positive ones.
- For every customer who complains, 26 others don't speak up.

Upcoming Events

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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