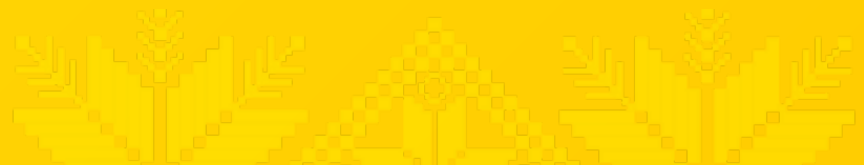




# Mystery Shopping



# Some Experience in Numbers

**200+** Programs per year

**40+** Changing in motivational system

**100+** Satisfied clients

**30%** Increase of sales volume

**100 000+** Mystery Calls

**52** Countries coverage

# Why your customers love your brand and why not?



## What is NPS?

The NPS is a concrete guide for action. The score makes companies aware of a problem and they can then conduct further analysis to learn how to rectify the issue.

By understanding what NPS management is, you will be better equipped to respond to criticism and become better.

Our research and methodology are conducted by a trained team and gives the opportunity to:

- Find out the geographical location of the unhappy customer;
- Analyze the services or products purchased by the customer;
- Determine the cause of dissatisfaction;
- Your task is to correct the shortcomings of the service or products of your company.

# Mystery Caller advantages



**identifying the strengths and weaknesses of phone communication**



**Comparative characteristics of the main indicators of satisfaction**



**Feedback available to individual employees in the form of audio files**



**Identifies training needs and sales opportunities**



**Monitored and measured service performance**



**Makes employees aware of what is important in serving customers by phone**

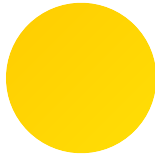


**Improves your own customer retention**



**Allows analyze sales funnel from different perspectives**

# Competitor check benefits



Competitor check benefits

- Monitor the way your competitors do business
- The products or services they provide
- How they market them to customers
- The prices they charge
- To enhance customer loyalty and what back-up service they offer
- Their brand and design values
- Whether they innovate - business methods as well as how they use IT  
- for example, if they're technology-aware and offer a website and email
- Their media activities - check their website and any outdoor advertising

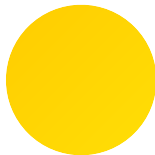
## Competitor check benefits

**Find out as much as possible about your competitors' customers, such as:**

- Who they are
- What products or services different customers buy from them
- What customers see as your competitors' strengths and weaknesses
- Whether there are any long-standing customers
- If they've had an influx of customers recently
- What they're planning to do

**Try to go beyond what's happening now by investigating your competitors' business strategy, for example:**

- What types of customer they're targeting
- What new products they're developing
- What financial resources they have



## Competitor check benefits

### Competition

is not just another business that might take money away from you. It can be another product or service that's being developed and which you ought to be selling or looking to license before somebody else takes it up.

### And don't just research

what's already out there. You also need to be constantly on the lookout for possible new competition.

# **Find out how focusing on the employee experience can help you drive improvements in your customer experience metrics**

## **Why you need to measure your employees experience?**

**Staff motivation has a huge impact on several important factors which, in turn, determine the success of the company. These include:**

- The quality of customer service;**
- Overall customer loyalty;**
- Sales levels.**

**The staff act as ambassadors of the company in their interactions with the customers and it is the behavior of the regular members of staff who provide the customers with the base on which they form their opinions of a company.**



**Know the facts about how your employees perform their duties and making additional offers to the clients**

## **What is a Motivational Mystery Shopping?**

Motivational MSH is an instrument for the stimulation of employees for proposing additional services and/or products, sales of particular products.

Having an experience in more that 50 unique cases, we provide an unparalleled system of involving your employees in a “game” and motivating them to make additional offers to every single new customer (not every 10).

## **Mechanics of the Motivational MSH:**

- **Mystery Shopper visits the location as an ordinary customer and evaluates the quality of the service**
- **Employee proposes the product/service during the consultation**
- **Mystery Shopper agrees for the purchase**
- **Mystery Shopper reveals himself and congratulates the employee on the well performed duties and gives him/her «A Mystery Shopper Gift»**  
(Gift that was agreed upon earlier)
- **Possible Option: in case of unsatisfactory performance by the employee, Mystery Shopper reveals himself and gives him a «postcard with the gift information and options for achieving it.**

# Why Scheduling?



**Database Of 450 000+**  
Variety Of Devices



**Agile Approach**  
Day-to-day Scram Sessions



**Real World Testing**  
Realistic measure of product performance



**Fieldwork Speed**  
Quick Interaction



**Online Statistics**  
Statistics Availability 24/7



**Target Audience Selection**  
Unique opinions



**POS Readiness Check**  
Global payment systems



**Cheaper Than QA Engineer**  
Budget cut



**Global Coverage**  
52+ Countries



**Data Quality Check**  
Proofreading, Artefacts and  
Data quality check

# Get Free Sample<sup>•</sup>

of Mystery Shopping program and analytical report.

<https://scheduling-europe.com/>

[info@scheduling-europe.com](mailto:info@scheduling-europe.com)

+4314120126

