

Mystery Shopping Evaluations

Customer Service Is a Key Element In Your Company's Success

Mystery Shopping Evaluations allow you to measure the quality of your customer service by offering you a powerful tool with which to evaluate employee performance. The results will provide your management team with the information they require to improve employee training, trouble shoot problem areas and positively reinforce the real performers throughout your organization with reward/incentive programs. Competitive shops can take a look at your competition and show you where you stand in the industry. Mystery audits can provide you with information on merchandising and pricing.

Recommended Technique:

REPORTING: Prompt, reliable, accurate... leading edge technology: can be in hard copy and web based.

Significant Benefits Include:

- Fast, reliable turn-around times
- User-friendly interfaces
- Hierarchical Access
- All inclusive Reporting standard
- Additional Customized Reporting Available
- E-mail notifications of completed reports
- Triggers available for high or low scores or issues

Weekly, monthly or quarterly reporting frequencies allow for clear comparisons of individual units to company averages or standards while also allowing trending and benchmarking within the units themselves. If issues are observed, the unit can be placed on a more frequent schedule to measure and ensure improvement.

Mystery Shopping Reports denote the positive aspects of your business as well as identify areas that may need additional attention. They are an investment in profitability. Once you try our services, you'll understand why more and more professional operators are selecting us to be their information support and research company. Please contact us at your convenience for a demonstration of our Web-Based Reporting system.

For detailed inquiries please feel free to contact:



**Centre For Research &
Management Consulting**

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