

MYSTERY SHOPPING

An objective view of your customer experience in all of your locations.

The Market Force Information Mystery Shopping service evaluates your operational performance against your internally defined standards. Our shopper network anonymously visits or calls your locations and answers custom questionnaires to deliver a comprehensive, unbiased view of your operations, one you won't receive through internal teams. We look at topics ranging from branding and operational compliance to customer service, staff appearance and wait time, then provide actionable insight into your customer experience. With this information you can optimize your operations, improve customer satisfaction and maximize sales.

MEASURE

- On-site branding and operational compliance
- Staff appearance, friendliness and engagement
- Sales force effectiveness
- Wait and service time
- Overall quality of product or service
- Cleanliness and general appearance of location—both interior and exterior
- Product/service selection and availability
- Cleanliness, functionality and stock condition of restrooms
- Up-selling of additional products and services
- Customer thank you and invitation to return
- Overall on-site customer experience

SO YOU CAN

- Improve operational performance to maximize the customer experience, sales and profitability
- Correlate sales results to specific customer experience measurements
- Know which levers to pull to optimize the customer experience
- Identify areas where new procedures and/or additional training can improve your bottom line
- Reinforce desired behaviors by rewarding store managers and personnel who deliver an outstanding guest experience



MYSTERY SHOPPING PROGRAM SUPPORT

- Field network of more than 300,000 independent contractors nationwide
- Best practices developed over years of serving clients in almost every customer-facing industry
- Highest quality standards for shopper recruiting, data collection and reporting

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email sales@marketforce.com.