

TELEPHONE MYSTERY SHOPPING

Understand your phone-based customer experience at individual locations or call centers.

Exceptional customer experience is not limited to customers who visit your individual locations. Customers who call your locations or call centers also form opinions about experiences that can impact your bottom line. That's why Market Force Information provides Telephone Mystery Shopping services. We conduct outbound calling to your locations or call centers to evaluate how closely operational performance meets your internally defined standards. From answer time and greeting to product knowledge and up-selling, we capture critical information on this important communication channel. The result is a more complete picture of your customers' experiences—allowing you to increase satisfaction, strengthen loyalty and maximize sales.

MEASURE

- Answer time
- Customer greeting
- Product knowledge and sales effectiveness
- Up-selling of additional products and services
- Thanking of customers and invitation to call again
- Overall telephone experience

SO YOU CAN

- Improve operational performance over the telephone and at call centers to maximize the customer experience, sales and profitability
- Identify areas where new procedures and/or additional training can improve your bottom line
- Reinforce desired behaviors by rewarding managers and personnel who deliver an outstanding customer experience
- Know which levers to pull to optimize the customer experience



TELEPHONE MYSTERY SHOPPING SUPPORT

- Outbound calling through shoppers or trained call center operators
- Customized questions or purchase scenarios
- Available 24 hours a day, seven days a week

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