



# Mystery Shopping

Measure how every location delivers on your brand promise.



## Mystery shopping Facts:

- Base of over 400,000 shoppers across North America and Europe
- More than 100,000 assignments completed every month
- Best practices developed over years of serving clients in almost every customer-facing industry
- Highest-quality standards for shopper recruiting, data collection and reporting
- Online reporting and analysis
- Predictive analytics and financial modelling
- Analysis of mystery shopping visits in combination with other Market Force Information® data, financial metrics and third-party vendor data

● Market Force Mystery Shoppers

**I**N EVERY INDUSTRY – RETAIL, RESTAURANT, GROCERY, BANKING, HOSPITALITY – THE WORLD'S BEST brands excel because they deliver on their brand promise in every location and in every customer interaction. They know consistency is key to creating a customer experience that wins trust and loyalty. Managers, front-line employees and franchisees must all be clear on the brand promise and committed to fulfilling it.

You've developed a set of compliance standards and guidelines that you know will drive operational excellence, maximise revenue and delight customers. However, you can't be in every location to keep them in check. Market Force's mystery shopping can be your eyes and ears to measure whether your brand standards are being met.

Market Force manages a base of over 400,000 independent contractors in North America and Europe who anonymously visit or call your locations and answer custom-designed questionnaires to deliver a comprehensive, unbiased view of your operations. We evaluate on-site experiences, phone-ordering processes, contact centre experiences and web site experiences. We'll provide the insights you need to guarantee brand compliance and deliver great value to your employees, franchisees and shareholders.

**Mystery Shopping:** Measure how every location delivers on your brand promise.

SOLUTION  
POINT OF VIEW

## MEASURE AND MONITOR YOUR BRAND STANDARDS

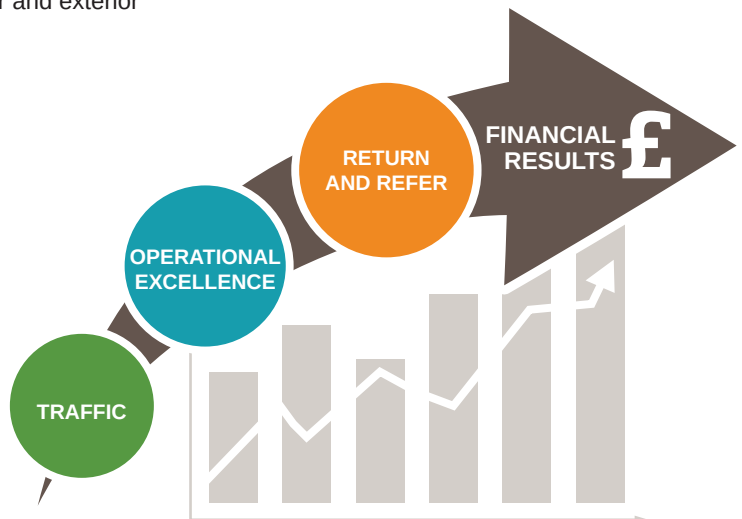
- On-site branding and operational compliance
- Team member appearance, friendliness and engagement
- Sales force effectiveness
- Impact of team training
- Wait and service time
- Overall quality of product or service
- Cleanliness and general appearance of location – both interior and exterior
- Product/service selection and availability
- Cleanliness, functionality and stock condition of restrooms
- Upselling of additional products and services
- Customer thank you and invitation to return
- Overall on-site customer experience
- Emotive and experiential perceptions of the customer

## GROW YOUR BOTTOM LINE

- Ensure every location and franchisee is upholding brand standards
- Use mystery shopping feedback to coach teams and drive location-level improvements
- Predict financial outcomes, from same-store comparable sales to net acquisitions to product adoption

## DATA INTEGRITY YOU CAN TRUST

- All Market Force mystery shoppers complete a rigorous qualification process, including checking backgrounds, assessing attention to detail, and determining associations with various industries and companies
- We audit 100 percent of our mystery shopping assignment results



## Our Solutions



Strategic Advisory Services



Technology



Measurement Channels



Analytics & Insights



Market Research

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