



Consultgroup

Mystery Shopper Service



Consultgroup Mystery Shopper Service offers the following benefits:

What is Mystery Shopping? A team of service analysts placing themselves in the position of an ordinary customer rings, visits or e-mails your staff. They experience and report on your service features inclusive of sales, knowledge, environment and staff attitude.

- Each assignment is undertaken as a consultancy service at a low-cost service fee or annual program eg quarterly cycle.
- We provide either, telephone, email or walk in service monitoring that can be tailored to meet business requirements. Our clients typically combine and use all three over several monitoring cycles.

Mystery shopping is an effective and confidential performance feedback system of your organisations service and sales. It provides management and staff with timely, useable and honest feedback and readily complements training strategies and performance management programs.

Our reporting is comprehensive using five key performance indicators including an overall rating per sample. Ongoing reports include accumulative results on a group and individual employee basis.

Our services:

- Telephone service standard: monitoring and feedback.
- Sales call management technique: monitoring and feedback.
- Person-to-person sales technique: monitoring and feedback.
- Store/branch presentation: monitoring and feedback.
- Internet communication standard: monitoring and feedback.

Benefits:

- Quick and inexpensive to introduce.
- Effective in establishing quick behaviour change.
- Promotes a sales service culture.
- Strongly promotes staff focus on the business priorities.
- Uses both measurable and judgmental criteria.
- Reinforces culture change programs.
- Provides objective performance management feedback for staff.



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The key stages of our thorough approach to mystery shopping:

Phase one Client and business analysis

Review strategic direction and match products, sales systems and procedures; identify relevant service standards.

Phase two Service strategy

Identify assessment methods (telephone, visit, email/text) and type of feedback required by client; knowledge based and/or sales and service based.

Phase three Design assessment tool

Develop customised assessment script and record form for service analyst; nature of enquiry, sample size, reporting format.

Phase four Service analysts

Conduct briefing with service analysts.

Phase five Service review

Undertake review of organisation performance. Typically minimum three analysts with one having industry background.

Phase six Report preparation

Report prepared and as required customised to meet client feedback needs.

Phase seven Client report

Forward report, and if required, meet with management to discuss report and identify action.

Phase eight Employee feedback

If required, additional meeting with staff to discuss report and identify action.

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