

Mystery shopping



What is mystery shopping?

Mystery shopping is a tool commonly used by leading global organisations to independently measure their quality of service, check regulatory compliance and to get specific information about products and services. Organisations use the independent feedback in a number of different ways, including improving customer service.

How is it done?

Mystery shoppers generally develop a checklist or a survey which defines the information and improvement factors the client wishes to measure.

Organisations work with the mystery shopper to agree data collection criteria which support reviews and statistical analysis.

Mystery shoppers can:

Measure the number of employees in a store when entering:

- Time how long it takes to be greeted
- List names of employees
- Using an objective measure, note whether greetings are friendly
- Follow a script to find a suitable product
- Note the products shown in response to a query
- Record sales arguments used by the employee
- Record whether or how the employee attempted to close the sale
- Note whether the employee suggested any add-on sales

- Record whether the employee invited the shopper to return
- Assess the cleanliness of the store and staff
- Measure speed of service
- Assess compliance with company standards – such as service, store appearance and personal grooming
- Test product knowledge

How can mystery shopping help you?

Mystery shoppers can help businesses increase sales by improving customer service awareness.

How can Keypoint help you?

At Keypoint, we will co-develop questionnaires written specifically for your business. After visits, our mystery shoppers will submit the data collected, which can then be reviewed and analyzed. Keypoint can analyse the data - quantitatively and qualitatively - and report our findings, allow you to compare your customer service against previously defined criteria.

What should you do next?

Our consultants are always ready to meet you and your team and share our expertise. Contact us to set up a preliminary discussion.

Contact us:



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