

Mystery Shopping Services

Research

What do customers think of your business? How would they describe your stores, your staff and your service to friends? If you aren't servicing your customers the way they believe you should, you open the door to competitors eager to take your business. Mystery Shopping is a quality assurance tool best deployed as an ongoing month-over-month program with unannounced mystery shops occurring on a regular basis. Deploying your mystery shop program in this manner will provide you with the data to spot trends, coach and reward employees and make decisions and take action with confidence.

WHY Service Performance Group?

We create new, tailored surveys for each client built to meet their exact needs, not a cookie-cutter low cost, low information page of vanilla results that could be applied to most any competing chain. The results will be specifically actionable to your stores.

Benefits of Mystery Shopping

- Factual, objective feedback
- Detailed, actionable results will allow you to objectively measure what you are managing
- Improve customer retention through the elimination of identified weaknesses
- Reinforce training standards
- Ensure consistent service delivery quality throughout the chain
- Support promotional programs
- Drill down competitive analysis between locations, districts, regions
- Identify training needs and sales opportunities
- Individual employee recognition and coaching



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