



# Ipsos Mystery Shopping

Gain insight through the customer experience

Ipsos mystery shoppers blend into the crowd to accurately report on your business, providing objective feedback on your most important touch-points. Our methodology allows you to rate and compare – between outlet locations, employees, and competitors – on a wide range of vital issues.

Anonymous evaluation is an unbiased tool for better understanding both weaknesses and strengths, driving performance improvements. By gaining insight into your customers' experiences, you will know exactly why they are coming back – and/or why they are not.

## How does it work?

Our methods are customized according to your needs, objectives and standards – everything from questionnaire design to complete audio and video recordings.

Ipsos mystery shoppers are trained in all things “customer,” such as general inquiries, complaints, routine transactions, and procedural transactions. Ipsos Mystery Shopping has the scope and resources to work across regions, districts, and cities, on a local, national or international level.

## We will help you to:

- Develop scenarios and support for the shops
- Determine evaluation criteria and scores
- Conduct fieldwork according to defined scenarios
- Evaluate results both case-by-case and overall

## Get a pulse on employee performance

Mystery shopping provides insight into how your employees are performing on the phone or in-store. Through carefully crafted situations, mystery shoppers can help managers identify training needs, measure training efforts, track performance over time, and ensure that employees are compliant with procedures.

## What exactly do we measure?

Common areas of feedback include:

- Cleanliness
- Courtesy
- Customer service
- Employee appearance
- Product/service knowledge
- Professionalism
- Speed of service

## Departments which benefit:

- Customer Service – Quality and Service Control
- Human Resources – Appraisals, Bonus' and Incentives
- Marketing – Customer Feedback
- Training – Products and Services

## Who needs Mystery Shopping?

Successful businesses rely on the quality of interaction between employees and customers. Mystery shopping is relevant in any service-based industry. Industries include: retail, technology, leisure, hospitality, CPG, FMCG, home improvement, government, transportation, or any other industry that is employee-customer centric.

## Why Ipsos?

The Ipsos Mystery Shopping team has over 20 years of experience designing and executing effective, actionable programs for a broad range of clients in numerous and diverse industries.

- Ipsos Mystery Shopping is supported by a fully integrated web-based system that is robust, scalable and flexible
- Online data collection enhances the quality control process without slowing data delivery





Each shop is reviewed for accuracy by experienced quality control staff prior to delivery

- Daily topline reporting enables you to identify and respond to issues without having to wait for data collection to end
- Photo documentation is available for all programs upon request

With over 70,000 mystery shoppers available, we will put the right shoppers on the right job for you.

### Ipsos Loyalty

Ipsos Loyalty is a global, specialized practice dedicated to helping companies improve business performance through customer satisfaction management, customer relationship management, and employee climate management. Ipsos Loyalty provides a state-of-the-art approach to customer-driven business performance through a modular suite of innovative research tools that provides an integrated framework to identify complex global business solutions. Ipsos Loyalty is an Ipsos company, a leading global survey-based market research group. To learn more, visit [www.ipsos.com/loyalty](http://www.ipsos.com/loyalty).

### For more information

To find out more about Ipsos' Mystery Shopping offering, please contact:

**Mark E. Greene**

Vice President  
US Mystery Shopping  
203.938.3177

[mark.greene@ipsos.com](mailto:mark.greene@ipsos.com)

**Dolores Forget**

Director  
US Mystery Shopping  
215.200.3376

[dolores.forget@ipsos.com](mailto:dolores.forget@ipsos.com)



**Ipsos Loyalty**  
The Customer and Employee Research Specialists