

Your Mystery Shopping Tool

1. What is Mystery Shopping?

- It's a great tool helping businesses evaluate the level and quality of service provided to their customers
- It's called 'mystery' because it's unknown to the party that's being evaluated
- The 'mystery shopper' typically represents a specific persona or a scenario the business wants to test for or compare to
- The 'mystery shopper' looks out for specific elements of the customer experience and brings the findings back to the business to help the business improve
- The result of Mystery Shopping is always learning and improvement

2. Why is it so important?

- Because it helps businesses understand the experience their customers go through
- Because it gives business owners an objective view about what to improve in their businesses
- Because it helps business owners understand the experience offered by their competitors which can help:
 - ✓ Uncover opportunities to improve
 - ✓ Realise a competitive advantage
 - ✓ Articulate a competitive advantage

3. Where do I go Mystery Shopping?

- In your own business
- In your competitors' business
- In a business that's not your competitor but it's a relatable industry you can learn from

4. What to look for when Mystery Shopping?

- The pre-experience service (ease of finding the business, relevance, getting in touch, booking confirmation, meet & greet etc.)
- The core service (look, feel, quality, value for money, pricing)
- The post-service experience (any additional support, upselling, seeking feedback, any further engagement e.g. lifecycle engagement)



Mystery Shopping Notes & Conclusions

What did I learn?

What do my competitors do better than me?

What's my competitive advantage?

What can I change to improve my competitive advantage?

