

DATA QUEST

MYSTERY SHOPPING

WE'VE BEEN SHOPPING FOR BETTER
SERVICE SINCE 1981

Data Quest's Survey Services Division is comprised of two diverse, yet critically important, focuses: *Mystery Shopping* (Customer Service Performance) and *Integrity Spotting* (Employee Honesty Verification).

WHAT IS MYSTERY SHOPPING?

Mystery Shopping is an effective and proven service, which can be used in any industry (retail, food & beverage, hospitality, banking, entertainment, etc.) to discreetly collect sensitive information pertaining to quality assurance issues and customer service performance.

Customers need to feel welcomed, wanted and appreciated for their interest in your business. They

need to know that their happiness is your priority. Understanding and meeting customer expectations is critical for success. Mystery Shopping, a form of Market Research, helps companies

Studies reveal that 96% of unhappy customers do not complain to the company about their dissatisfaction; however, they do tell their friends and family.

to succeed in today's competitive marketplace by monitoring customers' perceptions of service quality and identifying the causes of service failures.

Companies then use this information to implement the appropriate actions to correct the failures before customers become dissatisfied and business is lost.

Ultimately, high-level quality customer service goals are achieved and a company builds customer loyalty, ensuring repeat business.



A TOOL TO REWARD EXCELLENT PERFORMANCE

While helping your company to maintain high standards, the performance assessment revealed through Mystery Shopping evaluations also provides a tool to reward

excellent performance, which ultimately boosts employee morale. A diverse range of establishments, such as fast food, five-star dining, grocery stores and hotels, find this service invaluable for employee training, employee evaluations, employee reward programs and promotional campaigns.

With Customer Service-focused Mystery Shopping, the majority of companies inform their employees that a program has been put in place; however, the staff is unaware of who performs the audit, how often the audits are performed or when the audits will take place. This can be very effective in motivating employees to treat every patron as if they were a Mystery Shopper and reinforces positive employee customer service performance.

It costs approximately 5 times more to find a new customer than to keep an existing customer.

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TRAINED & EXPERIENCED AUDITORS

Data Quest auditors are trained and experienced personnel who gather information in an unbiased and constructive manner. Their objective and comprehensive insight helps management recognize strengths and weaknesses pertaining to important service-related information, such as timeliness of service, product quality, product stock/availability, suggestive selling, location cleanliness, management visibility and employee knowledge and professionalism. The findings from Data Quest's customized customer experience measurement programs will help to determine if employees are properly trained in using sales techniques and service standards to increase bottom line profit and retain customers.

DATA QUEST'S MYSTERY SHOPPING

SERVICE IS UNIQUE



A member of the Mystery Shopping Providers Association, Data Quest is unique in the Mystery Shopping industry because of its ability to complement a program with a wide range of investigative services, including Integrity Spotting, Undercover Operatives, Pre- and Post-Employment Screenings, Hot Line Programs, Surveillance, etc. In addition, every Mystery Shopper is a *paid* employee directly recruited, hired, background-checked and trained by Data Quest.

CUSTOMIZED REPORTS

& ONLINE REPORT DELIVERY

Data Quest will create, free of charge, a tailored and customized reporting format to address your company's unique needs and business concerns.

Clients are contacted no later than the following business day with a verbal update about any violations or derogatory findings and the complete written report is provided within 24 hours. The turnaround time for submission of non-violation reports varies between same day to 3 business days, depending upon the scope of the program and the choice of transmittal methods: website download, e-mail, fax or mail.

To quantify result scores, Data Quest offers automated summaries, including graphs and charts, which provide an overview of evaluation results with month-to-month and/or store-to-store comparisons.

ASSIGNMENT

SCHEDULING

Data Quest directly employs Mystery Shoppers of all ages and ethnic backgrounds throughout the United States. Through its diverse cadre of trained and experienced operatives, Data Quest's scheduling staff can typically schedule an evaluation with an appropriate auditor for the assignment (i.e., background profile – age, gender, race, etc.) with just 1-2 days notice.

ADDITIONAL SURVEY SERVICES

Data Quest can also provide companies with other evaluation services, including:

- Telephone Performance Evaluations
- Internet Performance Evaluations
- Competitive Shops
- Operations Audits
- Discrimination Testing
- Merchandising Audits
- Price Audits

