

Mystery Shopping

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What

Mystery Shopping is a technique that involves looking at your business from the outside and measures the efficiency of your own key process(s) from the customers' viewpoint.



When

Mystery Shopping is an important method to measure customer satisfaction. Mystery Shopping is often used during bench marking exercises or as part of an improvement programme.

How

An organization first develops an understanding of its own key processes and behaviours and then deliberately makes a comparison with the competition. Alternatively, a company can compare the performance of its own staff.

Why

Many employee reward schemes are based on subjective measures rather than on any objective measure. Mystery shopping bestows an understood measure and gives credibility to such schemes. Used externally, mystery shopping gives a first-hand measure to compare competitors' performance with your performance. Sales/ service training becomes effective when mystery shopping data is used to identify process elements that need improvement.

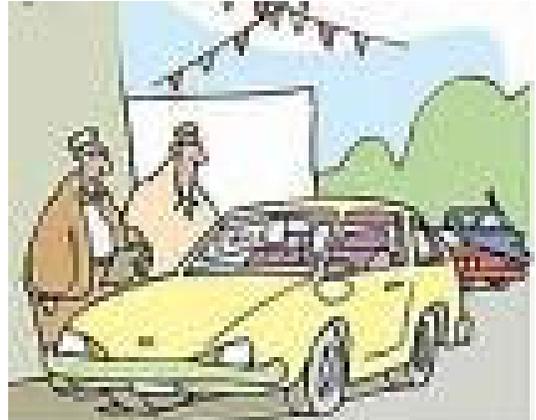


Example

An automobile dealer wishes to compare the performance of its own sales force across all its outlets as part of an improvement programme.

The company first develops a set of successful selling behaviours that it expects its sales team to exhibit. These could be:

- Welcome on entering the showroom
- Understanding customer needs
- Sending information as requested
- Follow-up call/ visit



The company (using an outside agency) visits each of its own showrooms, posing as a real customer. The sales team are rated against the agreed criteria and the results used to plan training and to recognize desired behaviour.

What next:

The valuable data gathered through Mystery Shopping is an important input to improve upon

- ✓ Existing status of service
- ✓ Identify training needs
- ✓ Recognition of good performance etc.

It is important to analyse this valuable data.

One tool used for such analysis is Radar Chart.

