

# Mystery Shopping by In-Touch: The Keys to Success

## Gain an Objective View of the Total Customer Experience

For over sixteen years, In-Touch has been evaluating the operational performance of Canada's top retailers. We work with global brands to optimize operations, improve customer satisfaction and maximize sales. We evaluate operational performance against our clients' internally defined standards, to provide actionable insight into the total customer experience.

In-Touch clients use our market-leading solution to:

- Improve operational performance, customer experience and customer satisfaction
- Identify opportunities for improvement in employee training and store operations
- Reinforce desired behaviours by rewarding store managers and personnel who deliver an outstanding customer experience
- Increase sales & profitability with improved operational excellence

## The Seven Keys to Success

There are the seven components of a successful mystery shopping program:

- Clear program goals
- The right questionnaire
- Effective shoppers
- Optimized sampling – size, period and timing
- Timely results
- Translation of data into information
- Full program management and support

### Clear Program Goals

Successful mystery shopping programs require a clear understanding of the program goals by both the vendor and the client prior to program launch. In-Touch works closely with the client to fully scope the program goals and requirements in order to gain a clear understanding of the program objectives. We help guide all other elements of the planning process, from questionnaire design through to shopper recruitment and reporting. We examine closely:

- Why does the client want to perform mystery shopping?

- What does the Client want to do with the program results?
  - Will the Client use the results as a key performance indicator?
  - Will the Client use the results as a training tool?

### The Right Questionnaire

One of the most critical components of a mystery shop program is the questionnaire that is used by the shoppers. When developing your questionnaire, In-Touch will coach and advise you on:

- Matching questions to program goals
- Ensuring that all questions can produce actionable outcomes
- Creating questions that are unambiguous, and worded to deliver a singular intent
- The right number of questions and groupings of questions to support analysis
- The right types of questions eg: scaled, yes/no, pick list of option
- The right weighting and a method to continually test weighting



### Effective Shopper Network

In-Touch's growing national database of active shoppers gives us the ability to:

- Match the profile of your typical customer
- Be available where your stores are
- Be able to shop in both official languages (when required)
- Be able to collect and deliver data in a timely and accurate manner

Our internal shopper recruitment team works to ensure ongoing demographic and geographic shopper representation. Our national network grows exponentially with internal shopper referrals and leverages a variety of recruiting methods including advertising on community websites, using social media and various online job portals. In-Touch manages an online shopper University, with Client-specific standard and training guidelines provided to the shopper network. Our shopper certification programs and communication tools ensure that our shoppers are adequately trained and experienced to deliver quality results.

### Optimized Sampling

Guided by your program goals, objectives and budget, In-Touch will recommend an optimized sampling strategy based on size, period, and time.

- Size: what sample size is recommended to get you the actionable results you need and does the sample size need to be statistically valid?
- Period: what measurement periods (cycles) i.e. Monthly, Quarterly.
- Time: are there different times of day, days of week, etc that need to be taken into consideration (peak vs. off peak, weekday vs. weekend, mornings vs. evenings)

### Timely Results

In-Touch consistently delivers shop results within 48 hours and Clients are notified via automatic email alerts. We deliver aggregated reports that are available as soon as shop results are posted and our custom offline analysis is available within 10 to 20 working days of the cycle end.

### Translating Data into Information

In-Touch offers its exclusive InSights Portal for on-demand, online reporting that is available for all clients 24 hours a day/7 days a week. Our Clients enjoy the benefits of secure access for multi-users, with email alerts, issues management and storage for all reports and custom analytics. We provide training and on-demand user guides to aid in reporting success. In-Touch Clients also take advantage of our in-house analytics team, delivering custom analytics on results; turning data into actionable information.



### Program Support

Every In-Touch Mystery Shopping program is assigned a dedicated Project Manager, whose primary role is to act as a conduit between the Client and the In-Touch Team. Your Project Manager will ensure your program runs flawlessly and you receive full support through every phase of the project. We are dedicated to your success.

**Discover how In-Touch Survey Systems can improve your customer experience.**

**Call 1.800.263.2980 or email [info@intouchsurvey.com](mailto:info@intouchsurvey.com)**

