

Why Do Competitor Mystery Shops?

Presented by Mystery Shopper Services

Why are competitive Mystery Shops important?



Competitive shops should be done on a periodic basis for as long as you are in business because it's the most cost-effective and accurate way to evaluate how your prices and services stack up against the competition, regardless of industry.

What types of Mystery Shops are available?



Competitive shops fall into four categories:

- Comparison to competitors on service standards
- Learning what competitors say about you
- Price audits
- Overall market studies

It's blueprint to best practice...



From a service perspective, employees need continuous coaching, training, and support from management. If they are not given a blueprint for how you want them to serve your customers, they will most likely serve your customers based on their perceptions rather than how you would like them to be served.

What industries should use competitive shops?

The value gathered from competitive shops is beneficial to virtually any industry, from standalone single locations to major chains.

Regardless of industry and whether you rely on brick-and-mortar locations, in-home representatives, or some other approach, competition shopping offers the quickest, least expensive way to understand competitor perceptions of your business and how they approach the same services you provide.

"Sometimes businesses get so focused on whether they are winning contracts or not, they fail to see how they are competing in the marketplace. Knowing what your competition is doing will increase your chances of winning more business".

