

## **Benefits of using a mystery shop program**

*Presented by Jancyn Evaluation Shops*

### **Executive Summary:**

Mystery Shopping programs are a popular tool used by businesses to assess and improve the customer experience. In this white paper, we will explore the benefits of using a mystery shopping program, including improved customer service, enhanced employee training, increased sales, competitive advantage, brand consistency, feedback via shop reports and objective evaluation.

**Improved Customer Service** Mystery shopping provides an objective assessment of how well employees are meeting customer needs. By posing as a regular customer, a mystery shopper can evaluate the quality of customer service provided by employees. This feedback can be used to identify blind spots where customer service could be improved, helping businesses provide a better customer experience.

**Enhanced Employee Training** Mystery shopping reports can help highlight areas where employees may need additional training. By identifying gaps in employee knowledge or skills, businesses can provide targeted training to improve employee performance. This can lead to better customer service, increased sales, and a more engaged workforce.

**Increased Sales** Mystery shopping can provide insights into how well employees are selling products and services. By evaluating the effectiveness of sales techniques, businesses can identify opportunities to increase sales. This can include recommending complementary products or services or upselling to a higher-priced item.

**Competitive Advantage** Mystery shopping can help businesses identify areas where they excel compared to their competitors. By benchmarking their performance against industry standards, businesses can identify opportunities to differentiate themselves from their competitors. This can give them a competitive advantage and help them attract and retain customers.

**Brand Consistency** Mystery shopping can help ensure that all locations, especially in a franchise, are providing a consistent customer experience. By evaluating the consistency of brand messaging, employee behavior, and customer service, businesses can ensure that their brand is being presented in a uniform and professional manner. This is important for maintaining a strong brand image.

Mystery Shop reports provide valuable feedback from Independent Contractors who pose as a regular customer. These mystery shoppers can provide an objective assessment of the customer experience. This feedback can be used to identify areas where businesses need to improve and to make data-driven decisions about how to improve their operations.

Objective Evaluation Mystery shopping provides an objective evaluation of the customer experience by a third party. By using standardized evaluation criteria and objective measurement tools, businesses can obtain an accurate assessment of their performance. This can help them make data-driven decisions about how to improve their operations and provide a better customer experience.

**Conclusion:**

Mystery shopping programs can provide a range of benefits for businesses, including improved customer service, enhanced employee training, increased sales, competitive advantage, brand consistency, and objective evaluations. By using mystery shopping as a tool to assess and improve the customer experience, businesses can differentiate themselves from their competitors, increase customer loyalty and ultimately drive operational excellence to the next level.

**About Jancyn Evaluation Shops**

Since 1980, Jancyn Evaluation Shops, [www.Jancyn.com](http://www.Jancyn.com), has provided best practices in mystery shopping for customer satisfaction and employee performance feedback programs. We work with clients throughout the United States and Canada to embrace business awareness, discovery, association, and interaction at every transaction and touch point.

Insight from the outside. That has been our foundation, and it's created a tradition of providing real value in every program we offer. Our understanding of your mystery shop requirements is honed by years of program development, cutting edge technical techniques and tools, and real insight into your business goals.