



A new way of conducting market research,
mystery shopping and customer service review.

Report

Example Report

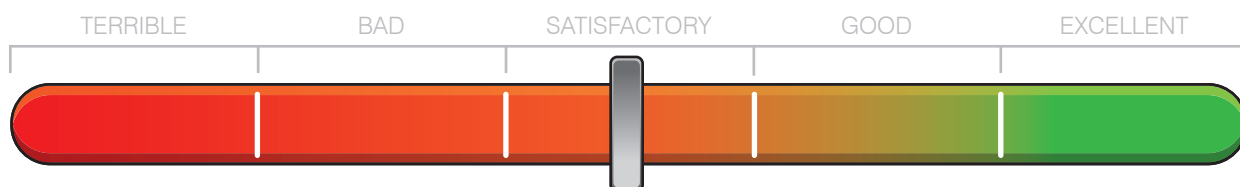
March 2012

Quality Assessment

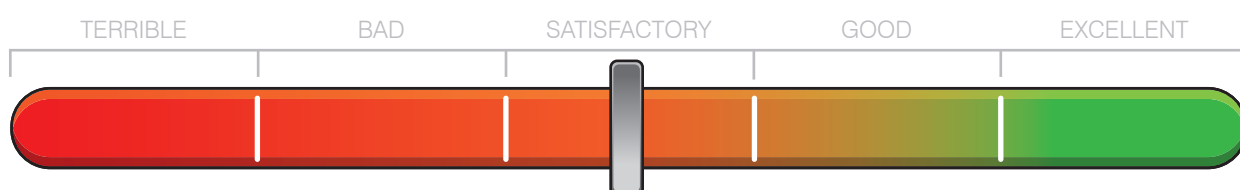
▬ Indicates 'mean' score ▲ Indicates individual scores (if scores differ from the mean)

Example Business

First Impression



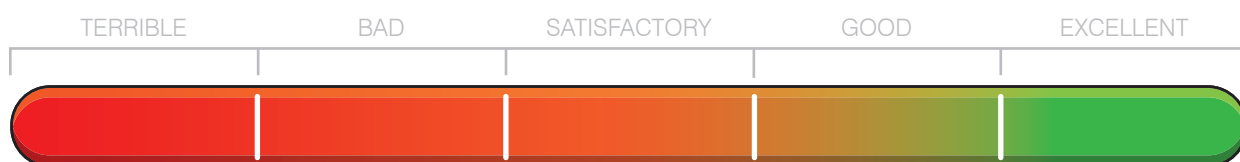
Politeness and Courtesy



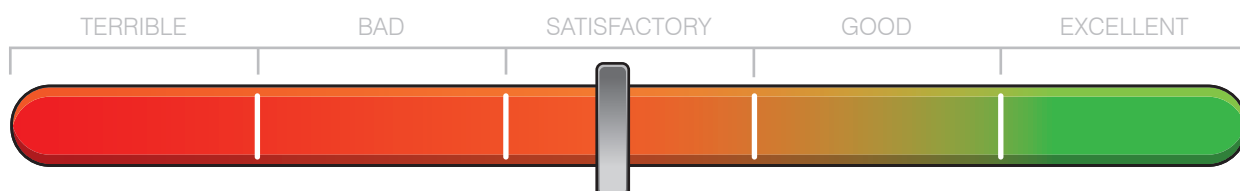
Knowledge of Products and Services



Helpfulness



Verbal Communication



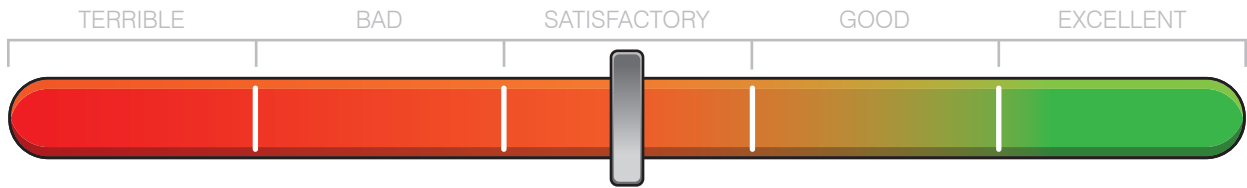
Body Language



Quality Assessment

Example Business

Overall Impression



Additional comments from our mystery shoppers

- Clean shop
- Staff were not enthusiastic, used a monotone voice
- I do not recall staff saying thank you
- Poor body language

Client requested feedback

Product Brought: Example product range

Was the KPI offered? Yes. Example KPI

Name of cashier: A.Noether

Friendly greeting offered? No

Friendly farewell offered? No

Rate the service (out of 10, with 10 been the best) **7/10**

Appendix: Youth Approved Shopping Guidelines

Youth Approved and The Youth Association will ensure:

Voluntary participation

Informed consent

Clarity on purpose of information collected

Confidentiality of information

Respect the rights & well-being of all individuals

Make sure young people are safeguarded

Balance the needs of the individuals and clients

Have a professional judgement in the design, conduct and reporting of the programme

Young people have the appropriate training, qualification and experience

The reputation and integrity of the mystery shopper profession is upheld

Appendix: Youth Approved Key Principles

Relevant

When you go mystery shopping are you investigating what the staff have been trained to do?

For example: Measuring retail staff on their customer service, not on their understanding of medical advice that you would get at a GP.

Credible

When you go mystery shopping is your behaviour real and convincing?

Practical

When you go mystery shopping is it clear and easy?

Safe

When you are out mystery shopping, have steps been taken to make sure you feel safe?

Objective

When you are mystery shopping you should not be biased.

Appendix: Youth Approved Service Criteria

	terrible	bad	satisfactory	good	excellent
1 first impressions	Looks dirty - litter, muddy etc Being ignored Bad H&S - no wet floor signs, trip hazards etc	Looks dirty - litter, muddy etc Being ignored Bad H&S Being followed by staff	Clean at first sight Acknowledged No smells or dirt Assistant smiles No "stalkers"	Clean Assistance offered Smiles and shows product Respectful Assists with door etc	Smiling Assistants - approachable Clean, tidy and safe store Assistants with name badges
2 politeness & courtesy	Rude- assistant avoids you Assistants talking about you Looking annoyed or irritated Phone - cutting you off	Rude and negative comments, whispering to each other Looking irritated or annoyed	Acknowledges you Attempts at being polite Can be annoyed by lots of requests	Welcomes you Speaks clearly Good manners and respectful Listens to you	Friendly welcome Speaks clearly Good manners and respectful Listens to you Go out of their way to help
3 knowledge of products & services	Ignorant of stock/products No advice or options No referring to expert Leaves you with no info	Small knowledge of service/stock etc and does not refer to an expert	If assistant cannot answer all questions they can and do refer to someone who does	Clear information given You leave feeling happy you have made the right purchase/choice	Very knowledgeable about product/service etc Go out of their way to help Gives you extra information
4 helpfulness	Assistant ignores you and avoids eye contact Seems like you're interrupting their work	Answers phone when working with you Interrupts and does not listen to your needs	Assistant sees when you need help and approaches when you look for them	Assistant approaches when help needed Offers advice Friendly service	Assistant sees when help is needed and does so Options explained 'The personal touch'
5 verbal communication	Inappropriate comments Patronising/curt/rude Grumpy and/or sarcastic Argues with you	Inappropriate comments Patronising Grumpy Half hearted approach	Speaks clearly Polite Explains product in a non-technical way if needed	Speaks directly and clearly Polite Listens to you and answers Explains product well	Speaks directly and clearly Genuine and Polite Listens to you and answers Explains product well Patient and not patronising
6 body language	Foot tapping Fist clenched Rolls eyes No eye contact Closed body language Crossed arms	Some eye contact No smile Fidgeting Impatient Hands in pockets Looking around and not at customer	Eye contact Attempting to smile and be friendly Slack posture Unconscious fidgeting	Eye contact Smiles Nods to show interest	Smiles Eye contact Open body language Arms not crossed Relaxed posture Shows listening with nods etc
7 overall impression	Filthy and unsafe shop/ premises with staff with no knowledge who don't seem to want to serve you or help	Dirty shop/premises with staff who help you if you push them to with a little bit of knowledge	Clean shop with helpful staff who try to help and be of service	Clean shop, knowledgeable assistants keen to help and offers products after listening	Shop and staff well presented, helpful, keen, polite and knowledgeable. Also not afraid to go 'the extra mile' to ensure satisfaction

Appendix: Ethics

Names of staff members or identities through visual or sound recordings etc can be revealed as long as appropriate communication as to this effect has been given. Clearance from unions or staff organisation representatives should be sought in such cases.