

Ipsos Mystery Shopping

WE MEASURE THE DELIVERY OF YOUR BRAND PROMISE
- ACROSS EVERY CUSTOMER TOUCHPOINT

GAME CHANGERS Ipsos

WE'RE THE LARGEST MYSTERY SHOPPING AGENCY IN THE WORLD...

IPSOS OFFICES IN
90 COUNTRIES

1.000+
PROJECTS
CONDUCTED per year

1.3 MILLION+
MYSTERY SHOPS
CONDUCTED ANNUALLY

350+
SPECIALIST STAFF
ACROSS THE GLOBE

... WITH A STRONG LOCAL PRESENCE IN SWITZERLAND,
COMBINING BOTH IPSOS AND GFK EXPERTISE.



#1 Market Research agency

in Switzerland since GFK Research acquisition in 2018

2.700 certified Mystery Shoppers

4 Offices with 100+ employees in Geneva, Root,
Zürich and Basel



SHOPPER EXPERIENCE

'Classic' Mystery Shopping - Longer, detailed, task-oriented, trained shoppers.



MICRO SHOPS

Short, tactical, real-time: results within few days. Typically assess product launches, sales promotions, point-of-purchase displays.



EXPERIENCE EVALUATION

'Overt': Highly trained shoppers, advise on improvements required, while on site. Typically focused on product and merchandising.



CONTACT CENTRE EVALUATION

Focused mainly on CX, Sales and Compliance (with regulations / internal standards)

Key complement to VoC, Call listening and AI analytics



POS Calling Experience

Telephone communication directly to branch / store, more likely to relate to appointment booking etc.



MAIL PHYSICAL & DIGITAL

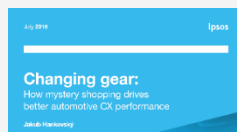


DIGITAL & Social Media

Leading-edge Mystery Shopping and
Customer Experience advisory expertise and
thought leadership



Luxury industry



Automotive industry



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