

Ipsos Webinar Series

# The Agility in Mystery Shopping: How it can be done during challenging times

Ipsos Malaysia

14.04.2020

Mystery Shopping | Better Design | Better Execution | Better Impact

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GAME CHANGERS



# Agenda

- **COVID-19 AND PARADIGM CHANNEL SHIFT TO DIGITAL**
- **MYSTERY SHOPPING CONTACT CENTRES**
- **MYSTERY SHOPPING DIGITAL CHANNELS**
- **Q&A**

# CHANGING CUSTOMER PRIORITIES, ATTITUDES AND BEHAVIORS AMID COVID-19 AND SOCIAL DISTANCING

# 1

While customer needs are still there, the **means** of fulfilling those needs have changed and become more obvious during Covid-19 lockdowns

# 2

Purchase decision-making is seeing a **shift** from more routine auto-pilot familiar purchase mode to more **conscious and cautious spending**

# 3

There is a state of flux or even panic, because **no 'new normal' exists as** Brands and their call centres and online channels are struggling to cope with the high traffic

**Brands must ensure that the experience delivered is still as per the promise - critical as it can break the relationship**

# WHY CUSTOMER EXPERIENCE STILL MATTERS

Changing customer priorities, attitudes and behaviours gives brands an opportunity to provide reassurance that these uncertain times are manageable and, in doing so, strengthen their customer relationships.

## Understand

Ascertain the influencing factors and understand the impact of the crisis on customers and brands.

## Adapt

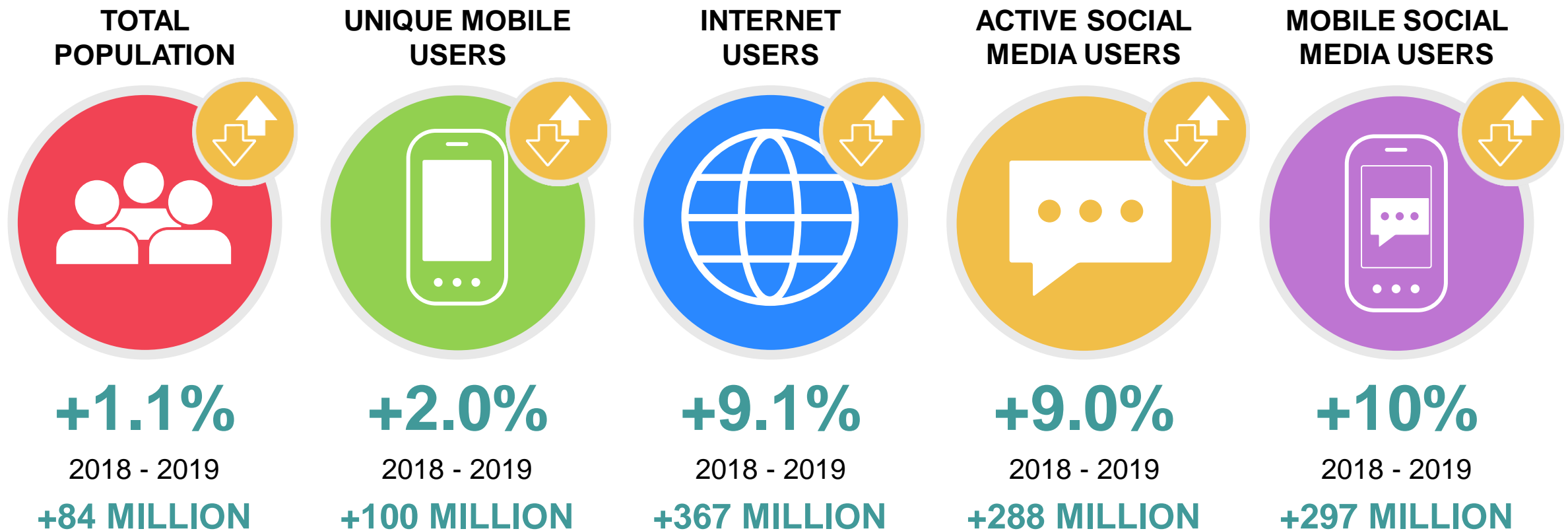
Identify how to best to refocus offerings to meet changing needs and reallocate resources to address what truly matters, in the most cost-effective way possible.

## Anticipate

Anticipate how customers are adapting to changing environments and how new needs and behaviours are formed.

# EVEN BEFORE COVID-19, THERE HAS BEEN A SIGNIFICANT DIGITAL INCREASE ACROSS THE GLOBE

## Annual Digital Growth



In 2019, 'Global e-retail sales' reached

**3.5 trillion US\$**

and equated to 14.1% of all retail sales Globally...

This share of sale is set to reach 22% by 2023!

**AND WHO KNOWS THE IMPACT OF COVID-19!**

Source: <https://www.statista.com/statistics/534123/e-commerce-share-of-retail-sales-worldwide/>



In 2018, the 'Global Contact Centre Market'  
size was

**27,700 million US\$**

and it is expected to reach 40,000 million US\$  
by the end of 2025 ...

Source: <https://www.reuters.com/brandfeatures/venture-capital/article?id=93608>



# **MYSTERY CALLING**

**Measuring Contact  
Centre performance**

GAME CHANGERS





# CONTACT CENTRE EXPERIENCE STARTS WITH EASY TO REMEMBER AND TOLL FREE NUMBERS

**1-300-88-2525**



**1-300-80-6688**



# CONTACT CENTRES DEAL WITH A MYRIAD OF CUSTOMERS AND ENQUIRY TYPES

## General customer enquiries

A key role of any contact centre, regardless of the prevalence of other channels.

There is a distinction between contact centre enquiry types:

**Simple**

**More complex**

Key objective is to respond to calls efficiently whilst delivering a great Customer Experience focused on customer retention.

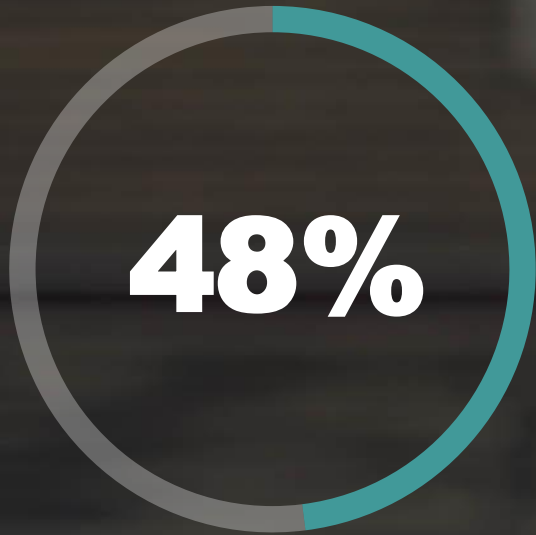
## Sales

Where the contact centre is either a company's primary sales channel or as a third-party partner.  
This is also a key distinction.

**Direct**

**Third-party**

Aim to maximise sales in a compliant manner, either through up-selling or new customer sales.



of customers who had a poor call centre experience were dissatisfied with how their issue was addressed



Source: <https://www.ipsos.com/en/healing-pain-responding-bad-experiences-boost-customer-loyalty>

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# KEY BUSINESS QUESTIONS ANSWERED BY MYSTERY CALLS

- How are your agents performing relative to brand and operational standards?
- Are agents adhering to regulatory requirements?
- Are agents making the most of sales opportunities?
- Do you get the right balance between great customer experience and efficient call handling?
- Are you able to effectively measure omni-channel experiences?
- Do you have a good understanding of your performance vs. the competition?

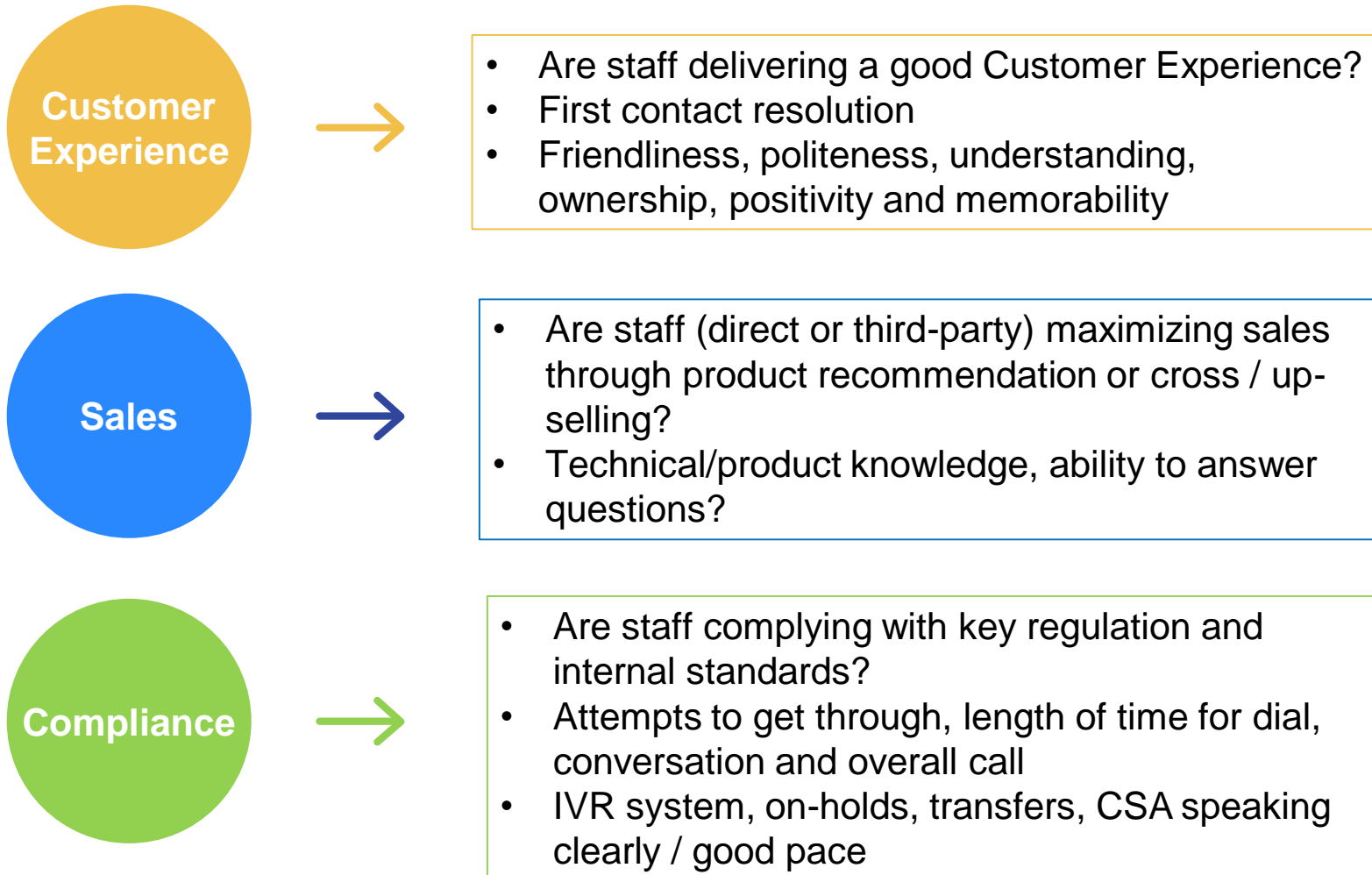
# ROLE OF MYSTERY CALLING IN MEASURING CONTACT CENTRE PERFORMANCE

	Customer Feedback/VoC Surveys	Call Listening	Operational Metrics	AI/Cloud-based Analytics	Mystery Calling
Represents Voice of the Customer (CX/selling focus)	●				●
Covers detail of call content (compliance focus)		●		●	●
Provides logistical metrics (efficiency focus)			●		●
Measures pre-defined enquiry type (e.g. simple vs. complex)					●
Allows for specific customer profile assessment	●				●
Date/time metrics	●	●	●	●	●
High volume	●	●	●	●	●
Competitor benchmarking	●				●
Delivers tactical/agent level feedback	●	●	●	●	●
Provides strategic direction	●		●	●	●



# BETTER DESIGN: TYPICAL CHECKLIST

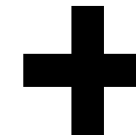
## Key business questions



## Contextual Questions

### Shopper factors

- Shopper Profile
- Scenarios
- Day and time of call



### Logistical factors:

- Timings
- On-holds
- Transfers
- IVR system
- Technical issues

# BETTER DESIGN: COVID-19 SPECIFIC CHECKLIST

- How is the surge in calls impacting **call waiting times, agent performance and customer experience**?
- Are customers able to **navigate your IVR**? Impact of transferred and on-hold calls?
- Are new enquiries being **resolved on first contact**? Impact of repeat contacts – on customer effort and the bottom line?
- Faced with the pressure of higher call volumes, are colleagues **adhering to scripts, including key areas of compliance**? Impact of not meeting brand promises and regulatory standards?
- Is **technology working for home-based agents** – head-sets, access to customer information, and IT systems? Pain points and impact?
- Are agents ensuring that **vulnerable customers** are being given their full attention and the information they require?
- How do you stack up against other organisations; in your sector and beyond?

# MYSTERY CALLING CAN HELP YOU

1

Pinpoint areas of strength and weakness; and understand the impact on your customers

2

Prioritise actions to drive organisational, logistical/process and agent performance improvements

3

Understand adherence to regulatory compliance

4

Evaluate contact centre performance 'independently', and within an omni-channel environment

5

Integrate Mystery Shopping/Calling data with other customer, operational and financial metrics to determine Return on Customer Experience Investment (ROCXI)

# UNDERSTANDING THE FULL CUSTOMER JOURNEY TO HELP DELIVER A GREAT CUSTOMER EXPERIENCE

## For a major public transport company

First call resolution (FCR) is key; however, personalising the call is also important in driving customer delight. In order to personalise, agents need easy-to-use, efficient systems in place, and great knowledge.

### **Business question:**

Our client wanted to understand the improvements needed in terms of agent training and operational set-up, in order to ensure delivery of a great Customer Experience.

### **What we did:**

A monthly programme of Mystery Calling, based on a wide range of customer enquiries and focused on key contact centre metrics; with feedback at a tactical and strategic level.

### **Key insight and value add:**

We identified key pain-points across a range of factors, from an ineffective IVR system, to poor agent performance in specific teams.

This led to changes in IVR and specific training in common customer enquiries, leading to an uplift in performance.

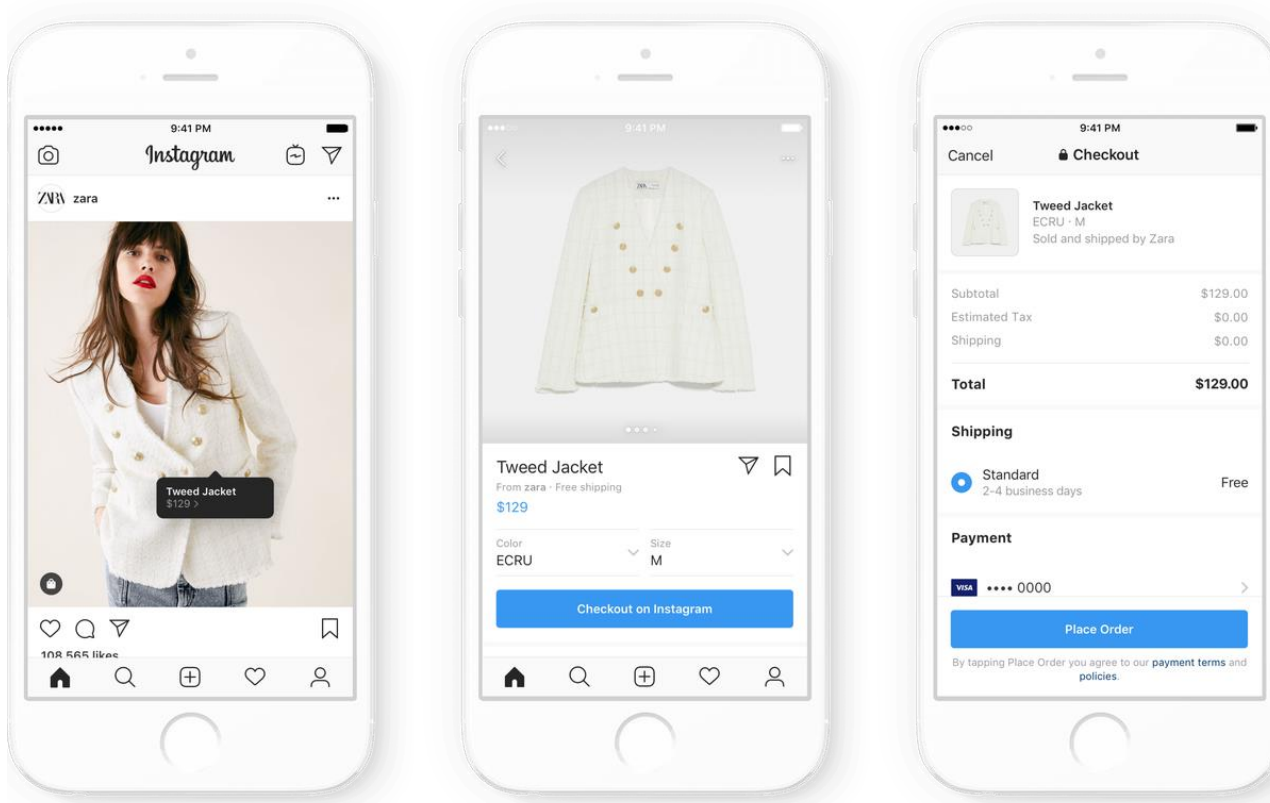




# **MYSTERY SHOPPING DIGITAL CHANNELS**



# WITH A CHANGE IN PURCHASING HABITS, COMES A CHANGE IN EXPECTATIONS AND COMMUNICATION METHODS

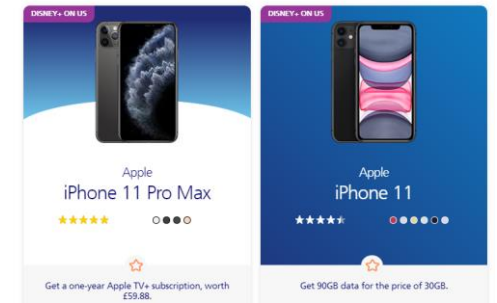


# THESE CHANGES ARE DRIVING BRANDS TO CREATE NEW PROMISES TO THEIR CUSTOMERS...

## End User



## Reseller



# EVALUATING DIGITAL PERFORMANCE – TAKING A LOOK AT THE EVALUATION OPTIONS



Retail landscape moving more towards an **online environment** and hence the need to evaluate these additional channels

- **Online customer usage tracking and surveys:** Companies often rely on customer views using **online survey**, or tracking where users spend time on their sites.
- **Staff surveys and feedback:** Loophole in measuring thru own teams for measures like delivery times due to bias

Promising solution: **Digital Mystery Shopping**

# CUSTOMERS INTERACT WITH BRANDS ACROSS MANY DIGITAL TOUCHPOINTS; WE CAN MEASURE ELEMENTS OF THIS JOURNEY SEPARATELY OR END TO END



Brand / Legal  
Compliance  
(Including 3<sup>rd</sup> party)

Human / AI  
Communication

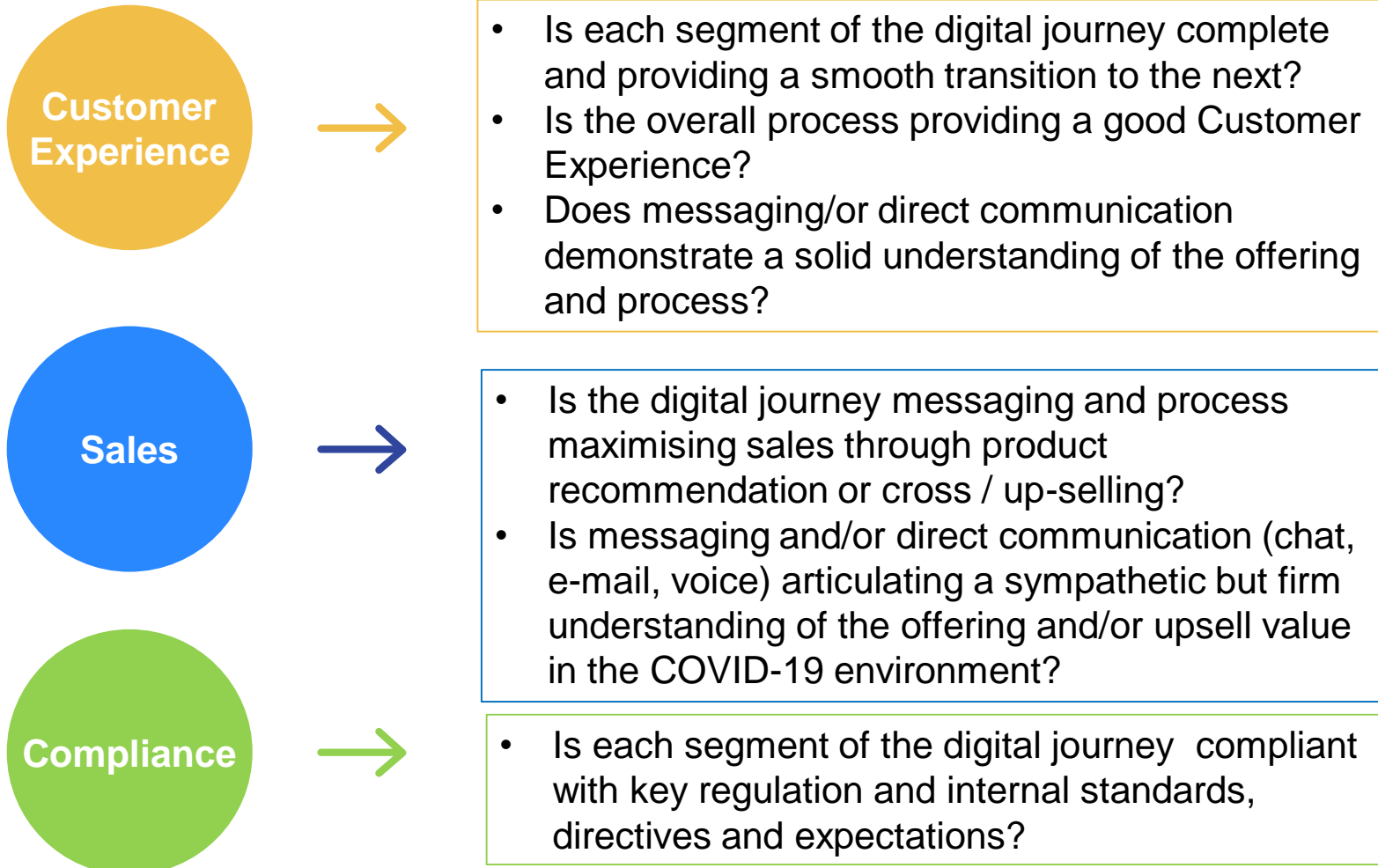
Ordering &  
Payment

Product  
Delivery



# BETTER DESIGN: TYPICAL CHECKLIST

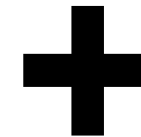
## Key business questions



## Contextual Questions

### Shopper factors

- Shopper Profile
  - Demographic
  - Financial
  - Willingness
- Scenarios



### Logistical factors:

- Access Restriction(s) i.e., Firewalls
- Connectivity
- Login Established
- Payment Options
- Other Technical Issues



# ECOMMERCE SERVICE DELIVERY: TRACKING THE END-TO-END EXPERIENCE OF BUILDING A BASKET, PAYING, AND PICKING UP THE ORDER

## For a major ecommerce + retailer

### Business question:

Client sought to differentiate their online ordering and in-store pick-up offering through two factors: 1) Shorter click-to-pickup time and 2) Shorter on-site wait time

### What we did:

**Better Design:** Shoppers purchased a consistent basket of products from the client and competitors' online ordering system.

**Better Execution:** Ipsos managed program execution in multiple countries, across all stores, and provided the client with access to an online dashboard for real-time access to data.

**Better Impact:** Ipsos shoppers provided detailed feedback on all major KPI's: **online experience, onsite experience, payments & fees, SKU availability and substitutes, and additional services.**

### Key insight and value add:

In depth evaluation of the online-order-offline-pickup offering enabled the client to benchmark its performance and identify the key areas of differentiation against competitors.

Ipsos identified additional areas of opportunity where client was outperforming competitors, and provided insights for areas where improvement was required.

# ABOUT IPSOS MYSTERY SHOPPING

# WE'RE THE LARGEST MYSTERY SHOPPING AGENCY IN THE WORLD, BY FAR

**350+**

Specialist staff  
across the globe

**1m+**

Certified Ipsos  
mystery shoppers



**1.3m+**

Mystery shops  
conducted annually

Ipsos offices in  
**90 countries**

In just one programme  
**160+ countries**

**MSPA NORTH AMERICA**  
MYSTERY SHOPPING PROVIDERS ASSOCIATION

**MSPA LATIN AMERICA**  
MYSTERY SHOPPING PROVIDERS ASSOCIATION

**MSPA EUROPE**  
MYSTERY SHOPPING PROVIDERS ASSOCIATION

**MSPA ASIA/PACIFIC**  
MYSTERY SHOPPING PROVIDERS ASSOCIATION

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**GAME CHANGERS**





## WHY IPSOS?

We are the largest Mystery Shopping provider in the world. Our experience spans contact centre specific programmes and direct-to-location telephone Mystery Calling studies.

Our experience spans many sectors, including Automotive, Financial Services, Foodservice, Healthcare/OTC, Luxury, Petroleum, Public Services and Utilities, Retail, Technology, and Transport, Travel and Leisure.

We use our 'Better Approach' to help you ensure that your contact centre operations drive profitable growth, by delivering a great Customer Experience, compliantly and efficiently.



# Q&A

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