



Ipsos Mystery Shopping You Can't Be Everywhere At Once, But We Can

In today's age of customer-centricity, consistently executing and delivering on your brand promise is one of the most critical elements in providing a positive customer experience. Are your stores routinely clean and welcoming? How knowledgeable and helpful are your staff? Was the phone answered right away? When businesses are small or just starting out, it is feasible for owners and operators to keep a pulse on these day-to-day operations. But as these same businesses grow, increase their number of units, and become more geographically dispersed, this becomes all the more difficult, time-consuming and expensive. Let's face it, you simply can't be everywhere – or everyone – at once.

That's where Ipsos' global network of mystery shoppers can help. Mystery shopping is an observational research method that uses experienced shoppers to role play product and service interactions and ensure brand standards are being consistently delivered. Ipsos' Mystery Shopping provides brands with in-the-moment feedback on their product and service delivery, helping them drive improvement across all customer touchpoints. It allows business leaders to be "everywhere at once" by using a global mobile workforce to measure compliance with the promises their brands make to customers.

What exactly does mystery shopping measure?

Mystery shopping helps companies understand what their average customer is experiencing, what staff behaviors should be acknowledged or rewarded, and what parts of the sales or customer service experience can be improved. Specifically, it looks at areas of feedback such as cleanliness, courtesy, customer service, employee appearance, product and service knowledge, professionalism and speed of service. Combined with traditional customer satisfaction studies and Enterprise Feedback Management (EFM) programs, mystery shopping helps provide a holistic understanding of the customer experience by soliciting objective feedback on how brands can improve from the shopper's point of view.

We will help you to:

In today's omnichannel environment, we combine our knowledge of the mystery shopping discipline with deep vertical industry expertise to deliver solutions across every customer touchpoint, including:

Physical locations: In-store mystery shops at a brand's physical locations/outlets.

Telephone: Mystery calls to a brand's physical locations or contact centers.

Direct mail and email: Mystery mail and emails, sent or received, to a brand's physical locations or contact centers.

Online and mobile stores: Digital mystery shops conducted via a brand's website or mobile application.

Why use Ipsos?

The world's largest brands trust Ipsos for mystery shopping because we are experienced, smart and technical.



1M+

Certified Ipsos
Mystery Shoppers



1.2

Million mystery shops
conducted annually



100+

Dedicated mystery
shopping professionals



1,000+

Clients around
the world



Our Promise:

Better Design
Better Execution
Better Impact

Ipsos is Experienced:

Ipsos is a true global leader in mystery shopping. We conduct over 1.2 million shops annually across 100 countries for customers in the retail, restaurant, technology, financial services and automotive sectors.

Ipsos is Smart:

Ipsos mystery shop programs are smarter by design. By embedding intelligence into mystery shopping programs, our team creates programs that are better designed, better executed and have better impact.

Better Design. We bring the best of research smarts and mystery shopping expertise to design programs that deliver value and impact business outcomes. Our Ideal Customer Experience™ (ICE) solution makes sure mystery shop surveys are designed with the customer in mind and our smart, strategic approach to sampling ensures shop visits and budget are optimized.

Better Execution. A mystery shopping program is only as valuable as the quality of the data you receive. We select only the best shoppers to perform shops. We screen, brief and test them to make sure they complete the shop correctly. And we have an industry leading quality assurance process to ensure your stakeholders can trust and make strategic decisions with the insights we provide.

Better Impact. Our team of experienced researchers deliver insights, not data, from your mystery shopping program—creating compelling offline deliverables for management that maximize the value and impact of our program.

Ipsos is Technical:

We integrate world class technology into your mystery shopping program. Our software platform allows front-line managers to drive improvement by accessing results anywhere, anytime via our mobile reporting app. We use video capture technology and text analytics to bring depth and richness to your deliverables. Plus, our smartphone enabled shopper force uses our mobile app to get insights into your hands faster, and with higher quality.

For more information

For a free consultation or demonstration of our online reporting technology, please contact:

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Ipsos Loyalty

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About Ipsos Loyalty

Ipsos Loyalty is the #1 professional services firm and global market, thought, and technology leader in customer experience, satisfaction, and loyalty, with \$325+ million in annual revenue delivered by 1,100+ dedicated experts in 80+ countries around the world. We are the trusted advisor to top executives of the world's leading enterprises across industry sectors on all matters relating to measuring, modeling, and managing customer and employee relationships. For more information, please go to www.ipsosloyalty.com

Our Mystery Shopping Credentials

SAMSUNG

LA Z BOY
Live Life Comfortably.

Ford

Audi

WELLS
FARGO

VISA

BRIDGESTONE

GAME CHANGERS

