

MYSTERY SHOPPING

Better Design | Better Execution | Better Impact

Our purpose

Mystery Shopping is objective, unbiased feedback from trained 'customers' to measure how organizations deliver on Brand and CX promises across touchpoints and channels – physical, contact centre, and digital.

Leveraging our global reach and industry expertise, we promise mystery shopping solutions that deliver better design, better execution, and better impact around the world.

Our Mystery Shopping Solutions



Physical locations

Evaluates physical locations – CX, brand/regulatory compliance, and product recommendations. We deliver classic Mystery Shopping or 'Micro Shops' (short, tactical, real-time, can be crowdsourced) depending on objectives.



Digital

Measures end-to-end digital performance – through enquiry, ordering, and fulfillment (delivery, curbside, and buy online pick up in-store/click & collect) – including order accuracy and product quality, health and safety standards, and returns.



Contact centre

Assesses contact centre performance – complementing Voice of the Customer (VoC) surveys, Call Listening, and AI – to deliver on unmet measurement needs.



End-to-end cross-channel

Measures CX end-to-end, across multiple customer touchpoints and channels, including 'phygital'.

SUPPORTING CORPORATE GOVERNANCE BY ENSURING COMPLIANCE WITH AGE VERIFICATION REGULATIONS AT THE POINT OF SALE

Ensuring age-restricted products are sold and delivered appropriately is critical to business, and wider society; and Mystery Shopping is an effective tool to ensure staff are compliant with regulation and protocols (at scale).

The bottom-line impact of non-compliance can be severe, potentially leading to heavy fines / customer redress and causing reputational damage.



Why is conducting Compliance Mystery Shops Important?

Ensures Regulatory Adherence

Reducing the risk of fines and legal issues

Identifies Training Needs

Identifying key areas of concerns for further training or support

Enhances Customer Trust

Demonstrating a commitment to high standards of service

Improves Operational Efficiency

Streamlining processes to enhance customer experience

Supports Brand Reputation

Protecting company from making the news

Seven key questions to consider for a Compliance Mystery Shopping Program

What is the objective?

Is it solely to check ID compliance, or are there other factors like customer service quality to be evaluated?

Who are the key stakeholders?

Identifying and involving the key stakeholder from the start is critical to ensure alignment and gain their support

Who should be recruited? What is the shopper recruitment criteria?

For a ID check program, shoppers must be under 25 to qualify. Are there any other critical requirements?

Which stores should be measured?

Consider using risk assessment and representative sampling to focus on high-risk locations and ensure diverse insights. This will help determine the volume of shops required.

How many shops?

Starting with a pilot test in select stores can optimize resource allocation and refine the process before scaling up to the entire network.

What are the scenarios?

Developing realistic and consistent scenarios for the mystery shoppers to follow are critical to the success of the program. This includes specifying what constitutes proper ID checking and any specific situations that should be reported.

What is the current feedback process?

Tailoring the mystery shopping insights to fit the established feedback framework will help minimize disruption/ additional resourcing, while ensuring the feedback is relevant and actionable for managers and sales reps

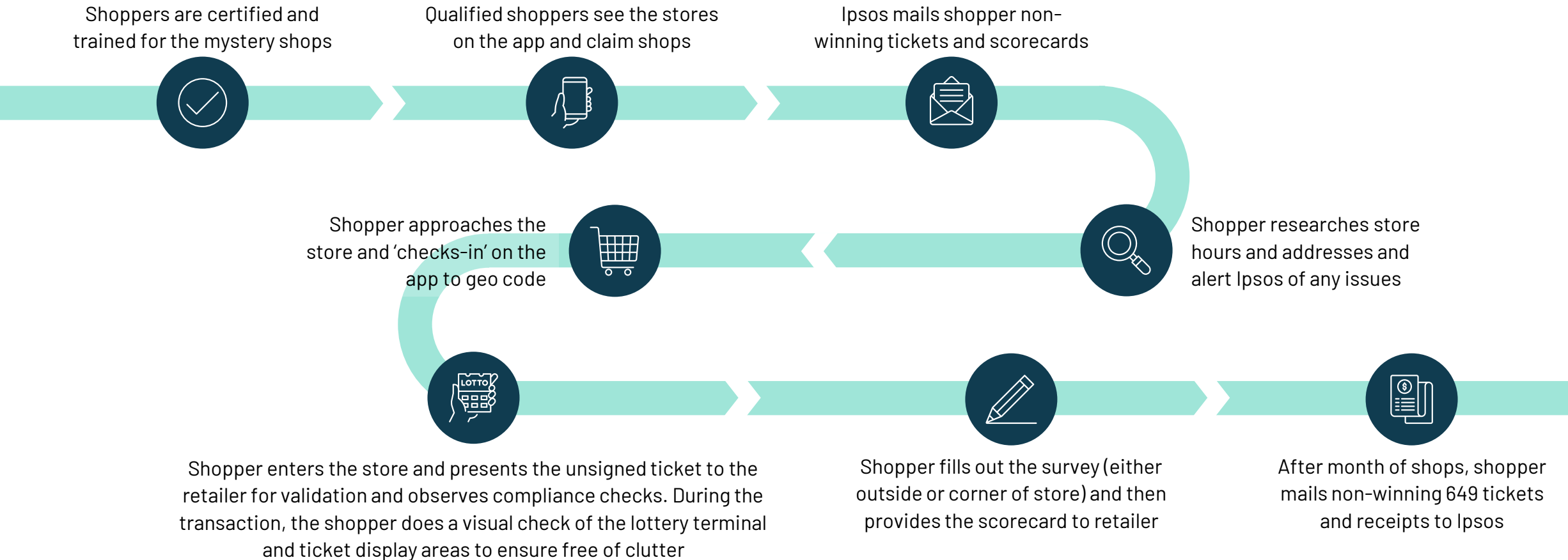
Liquor: Example of a ID25 Mystery Shop Journey

Mystery Shop Visit: Steps From Start To Finish



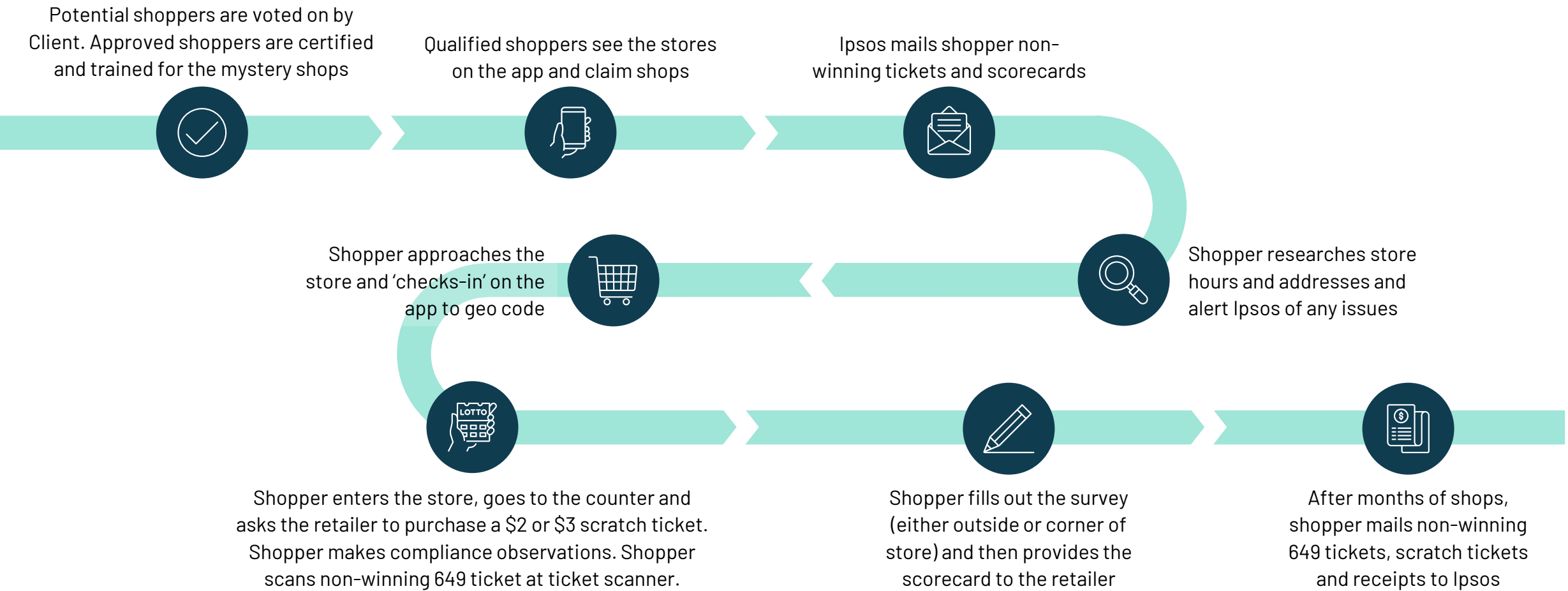
Lottery: Example of a Ticket Validation Mystery Shop Journey

Mystery Shop Visit: Steps From Start To Finish



Lottery: Example of a ID25 Mystery Shop Journey

Mystery Shop Visit: Steps From Start To Finish



Liquor Corporation Client Impact Story: Mystery Shop Program Drives Service Excellence

Decade-Long Partnership Enhances Customer Experience with Over 95% Satisfaction.

BUSINESS QUESTION

A client for over 15 years, we have conducted mystery shops for a provincial liquor corporation at corporate stores across the province. The objective of the mystery shops is to make customer service observations related to staff’s approach, customer interaction, and positive experience at close (cash experience).

INSIGHT

The client conducts monthly Mystery Shops across its stores, collecting continuous data with over 1,000 annual shops. Initially centered on wine purchases, now expanded to all alcohol purchases. A detailed portal offers insights on trends, performance, and improvement areas, guiding training enhancements for sales associates.

IMPACT

By working with the client over the years to update the survey questions and scenarios based on training procedure, the client has seen a great improvement of their overall score. The average overall score for all locations is currently over 95%, making the mystery shop program a positive part of their business. Additionally, Ipsos provides real-time tracking of shop results via the portal with monthly and quarterly reports provided and available.



Over 15 years of mystery shopping partnerships, we've helped the provincial liquor corporation significantly enhance customer service. Through continuous data collection and analysis, key areas for improvement were identified, leading to targeted training and a remarkable increase in overall scores to over 95%.



Lottery & Gaming Client Impact Story: Mystery Shopping Reimagined to Drive Success and Savings

Program boosts training, safeguards regulations, reduces environmental footprint and maximizes investment.

BUSINESS QUESTION

A valuable, strategic information source used in business planning and performance evaluation, Client uses its ID25 and Ticket Validation mystery programs to ensure retailers across Province are following regulations, such as verifying age and validating lottery tickets. Utilizing Ipsos’s expertise, Client desired to modernize the mystery program and achieve a broad reach of mystery shops.

INSIGHT

The mystery shopping program has been effective in identifying retailers requiring further training on lottery regulations, leading to increased compliance. Ipsos’ modernized approach, facilitated by our broad reach of mystery shoppers and digitalized data collection, has maximized Client’s investment by facilitating retailer training in stores across Province, even in previously unvisited areas.

IMPACT

Client’s revamped mystery shop program has significantly improved efficiency, leading to a substantial ROI of projected annual savings of 22% internal cost reduction, saving 65 days/year in admin time. Hidden costs, such as travel expenses, have also been eliminated. The move to digital surveys has further enhanced data analysis and supports sustainability initiatives.



Ipsos's expertise helped us to implement industry best practices, leading to a more effective and efficient program. Their guidance has been invaluable in modernizing our approach and ensuring our program aligns with both corporate goals and evolving consumer behaviors.

Manager, Customer Care
Retail Compliance



THE IPSOS APPROACH



Our 'BETTER' Promise

What does that mean for your **Mystery Shopping** program?

BETTER DESIGN

- Stakeholder workshops
- Research-based questionnaires
- Smart sampling



BETTER EXECUTION

- Briefed, screened and certified shoppers
- End-to-end quality assurance and program management
- Mobile data collection



BETTER IMPACT

- Data integration, modelling, advanced analytics, insights and storytelling
- Reporting – real-time, online, dashboarding, video integration
- Activation playbooks and workshops

SHOPPER EDUCATION DRIVES QUALITY



**Award-winning and
highly regarded by
our shoppers**

Ipsos shoppers are extensively educated and vetted prior to doing any actual shopping. Aside from general mystery shopping rules of conduct, we provide mystery shoppers with survey-specific guidelines.

Shopper Guidelines

- Confirm the shoppers' requirements
- Indicate the service points to measure
- Identify what pictures and proof of task to capture

Visit Simulations

- Replicate the Mystery Shopping tasks
- Allow the shopper to "see" what is expected of them
- Further improve the shoppers' understanding of the task

Certification

- Shoppers are required to pass a certification after reviewing the written shopper guidelines and any in-house animated video guidelines specific to your program

Mobile data collection

Ipsos programs achieve higher completion rates as a result of Ipsos shoppers completing shops via our mobile app.

The benefits

Speed

Being a mobile application, the shoppers are able to provide details of their interaction as soon as they complete it.

Accuracy

Providing this ability to shoppers significantly improves the accuracy and speed of any data being collected.

Real time

Once the shopper completes their report, the data is automatically synched and placed into the proof-reader pool.

Verified findings

The app supports multimedia uploads, meaning that any required location or website/app photo can be directly attached to the individual assessment form.

Geo-tagging

In addition to this, the app geo-tags the shopper's location, allowing them to "check in" to a task.

BETTER IMPACT



Data integration and analytics

Data integration – customer
feedback, operational metrics,
financials

Advanced analytics to ROI



Reporting

Best-in-class, real-time, tailored access
dashboard/online reporting

Integrated CX data hosting

Storytelling approach



Insights and recommendations

Relevant and actionable

Set in context of wider Customer
Experience

To drive operational and behavioural
change

Empower associates

Business-impact led

Reporting to drive action and business impact

Real-time

Dashboard/Online Reporting

Ipsos' platform is considered the industry's best online reporting solution. It is a live, secure online portal, which provides tailored access to all levels of the organization. The portal offers a variety of standard reports which include location scorecards, aggregated results, and case management modules.



Action

Workshops

Our team will connect the Mystery Shopping program to regional stakeholder strategies and discuss tactical action. Together we will review program objectives; align with client strategy; design the questionnaire, scenarios, sample plan, and online portal layout (or transition existing program items); and create the program brand.

Compelling

Communications

Ipsos can deliver monthly executive summaries and quarterly insights decks as a way to promote better internal storytelling and to uncover key findings from the Mystery Shopping programs. Ipsos recommends presenting these findings in-person with the Executive Sponsor each quarter.



Mystery Shopping only tells part of the story

Forming part of an integrated CX measurement ecosystem

Stakeholder measurement	<ul style="list-style-type: none">▪ Mystery Shopping▪ Customer feedback – relationship/transactional▪ Brand health▪ Employee engagement
External data	<ul style="list-style-type: none">▪ Competitive benchmarks▪ Reviews/ratings▪ Social media
Financial data	<ul style="list-style-type: none">▪ Share price▪ Revenue/profitability▪ Retention rates
Operational process & metrics	<ul style="list-style-type: none">▪ Complaints▪ Touchpoint based (website visits, warranty service, reward program)▪ Employee KPIs (retention, tenure, training)

Not all Mystery Shopping companies are created equal

	'Pure Play' Mystery Shopping	Consultancy	Market Research	Ipsos
Mystery Shopping expertise	●			●
Mystery Shopping thought leadership				●
Access to wider research solutions		●	●	●
Data collection competence	●			●
Research knowledge			●	●
Analytics/data integration		●	●	●
Technologically advanced	●			●
Global/local footprint			●	●
organization stability		●	●	●

ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.

Ultimately, success comes down to a simple truth:

You act better when you are sure.

THANK YOU.



Joey Lam

Vice President, Ipsos Mystery Shopping

Joey.Lam@Ipsos.com

**We look forward to partnering with you
to help your organization achieve profitable growth by
ensuring your customer experience delivers on your
brand promises.**

