

GETTING STARTED WITH MYSTERY SHOPPING

A key ingredient to your CX and
commercial success





GETTING STARTED WITH MYSTERY SHOPPING:

Why organisations use Mystery Shopping, and its role within Customer Experience measurement

Mystery Shopping: A Key Ingredient to your CX and Commercial Success

Mystery Shopping is a research methodology that has been in use since the 1940s, initially created to uncover fraudulent activities. Today, it is utilised to assess employee performance and the effectiveness of business processes by sending undercover shoppers to evaluate services in a real-world setting. Mystery Shopping helps ensure companies don't waste investment on training or promotional activity by checking on what is happening at the front line, and drives improved sales conversion by making sure products are present, prices are correct, and that staff are following the right behaviours.

Unlocking Your Desired Outcomes

For businesses considering or already using Mystery Shopping, it is important to clearly define business objectives. Mystery Shopping is not just about evaluating customer interactions; it also serves as a tool to ensure regulatory compliance and to optimize operational processes. Clients are encouraged to collaborate with experts to map their strategy to achieve desired business outcomes.

The most customer-centric organisations leverage Mystery Shopping and Voice of Customer Research together to achieve these goals, deliver delight for customers, and ultimately drive business results.

What you need to know...

01

Addressing Misconceptions and Highlighting Benefits

People often think Mystery Shopping is used to punish employees. However, it's best used to provide helpful feedback that improves how employees perform when delivering experiences to customers, including sales and compliance.

It is not a substitute for Voice of the Customer (VoC) research; complements VoC by offering detailed evaluations of how processes and customer interactions are executed.

02

Integration with Voice of the Customer (VOC) Research

VOC research helps understand customers' feelings and thoughts, while Mystery Shopping checks how experiences are being delivered. Leading brands use both to fully understand business performance.

Using customer insights gained from VOC, businesses can tailor their Mystery Shopping assessments to focus on areas of highest importance to customers.

03

Impact on Business Outcomes

When designed thoughtfully, Mystery Shopping leads to improved business metrics: locations that perform well often exhibit better commercial outcomes, including increased sales and customer satisfaction.

Different types of Mystery Shopping—focused on customer service, compliance, or sales—address specific business needs, allowing organisations to target improvement efforts effectively.

04

The Employee-Customer Ripple Effect

When businesses invest in training and keeping employees happy, it boosts customer satisfaction, which strengthens relationships and improves performance.

This ripple effect illustrates the impact of Mystery Shopping and Employee Engagement strategies on overall business success.

Want to dive deeper into this topic?



[Read Demystifying Mystery Shopping here](#)



[Listen to Ipsos' Customer Perspective podcast episode here](#)



[The Employee Customer Ripple Effect - Full POV](#)

THANK YOU

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