



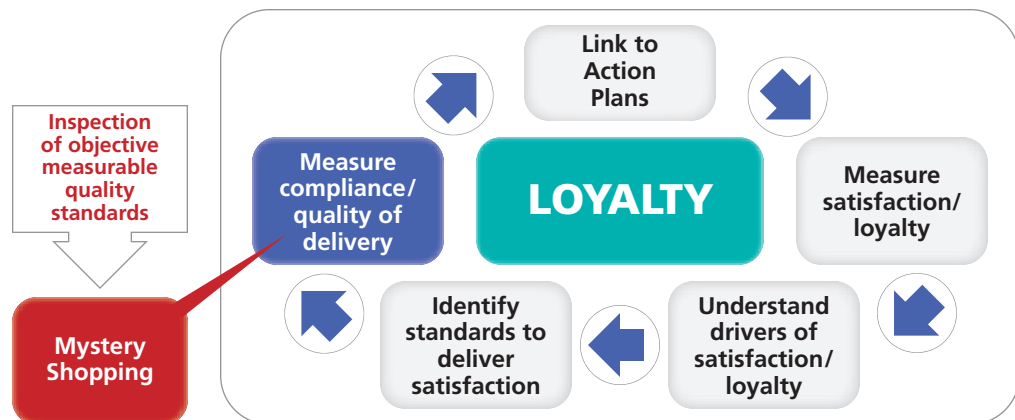
Ipsos Loyalty
The Customer and Employee Research Specialists



Ipsos Mystery Shopping

Gain insight through the customer experience

How Mystery Shopping fits into the Customer Loyalty Research Process



Our experienced mystery shoppers blend into the crowd to accurately report on your business, giving you objective feedback on all of your most important touch-points. Our methodology allows you to rate and compare – between outlet locations, your employees, and competitors – on everything from employee compliance to in-store cleanliness.

Anonymous evaluation gives you an unbiased, objective tool for improving your performance, with a more thorough and accurate understanding of both your weaknesses and your strengths. Most importantly, by gaining insight into your customers' experiences, you will know exactly why they're coming back – and/or why they're not.

How does it work?

We customize our evaluation methods according to your

needs, objectives and standards. We offer everything from questionnaire design to complete audio and video recordings. Our shoppers are trained in all things "customer," such as general inquiries, complaints, routine transactions, and procedural transactions. We work across regions, cities, and districts to serve you on a local, national or international level.

As research experts in our field, we will help you to:

- Develop scenarios and support for the shops
- Determine evaluation criteria and scores
- Conduct fieldwork according to defined scenarios
- Evaluate both case-by-case and overall

Once your scores are in place, we can help you set comparisons with our benchmarks. We can compare your brand,

compare your store appearance, or compare your levels and speed of service – either against your competitors or within different outlets of your own company. Or both.

Get a pulse on employee performance

Mystery shopping provides insight into how your employees are performing on the phone or in-store. Through carefully crafted situations, mystery shoppers can help managers to identify training needs, measure training efforts, track performance over time, and ensure that agents are compliant with procedures.

While checking up on employees may identify areas for improvement, equally importantly, the process helps you to accurately recognize, reward, and retain your most valuable agents.

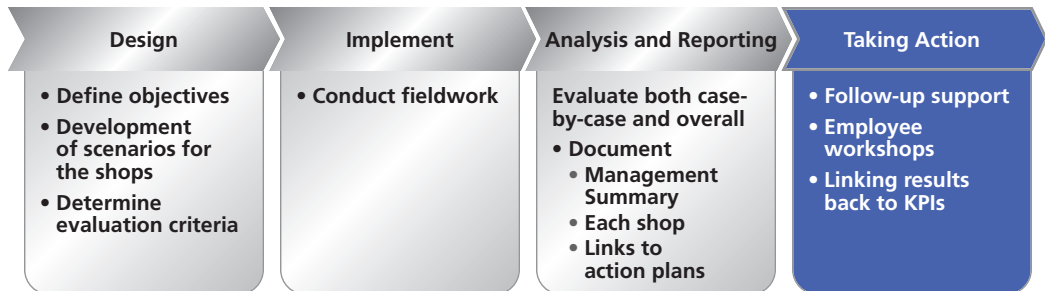


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Mystery Shopping Project Plan



What exactly do we measure?

Common areas of feedback include:

- Cleanliness
- Courtesy
- Customer satisfaction
- Customer service
- Employee appearance
- Product/service knowledge
- Professionalism
- Speed of service

Our scores are generally given to departments such as:

- Customer Service – Quality and Service Control
- Human Resources – Appraisals, Bonus' and Incentives
- Marketing – Customer Feedback
- Training – Products and Services

Who can Benefit?

Does your business rely on the quality of interaction between your employees and your customers? Mystery shopping is relevant in any service-based industry. Industries include: retail, technology, leisure, hospitality, CPG, FMCG, home improvement, government, transportation, or any other industry that is employee-customer centric.

Why Ipsos?

Our Ipsos Mystery Shopping team has over 20 years of experience designing and executing effective, actionable programs for a broad range of clients in numerous and diverse industries.

- Ipsos Mystery Shopping is supported by a fully integrated software system that is robust, scalable and flexible
- Mystery shop data is uploaded online in a centralized database
- Progress and topline data is updated daily
- Photo documentation is available for all programs upon request

With just about 70,000 mystery shoppers available, we will put the right shoppers on the right job for you.

Ipsos Loyalty

Ipsos Loyalty is a global, specialized practice dedicated to helping companies improve business performance through customer satisfaction management, customer relationship management, and employee climate management. Ipsos Loyalty provides a state-of-the-art approach to customer-driven business performance through a modular suite of innovative research tools that provides an integrated framework to identify complex global business solutions. Ipsos Loyalty is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsosloyalty.com.

For more information

To find out more about Ipsos' Mystery Shopping offering, please contact:

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