

## **Module Two:**

### **About Mystery Shopping**

The next module provides a basic overview of mystery shopping, what it is and what it is not. This is fundamental knowledge for anyone who wants to become a mystery shopper. It provides new shoppers with a perspective of what mystery shopping is all about, and current mystery shoppers a fresh perspective or a good reminder on the fundamentals of the business. It also contains some good ideas on remaining anonymous and other tips that will be helpful in your career as a mystery shopper.

#### ***What is Mystery Shopping?***

Mystery shopping is a "snapshot" of a customer's experience. It is not about finding things wrong, but an objective evaluation of how a company serves the public according to their own stated standards. Mystery Shopping is about careful observations of surroundings, the environment, people and their actions, and active listening what is said.

#### ***Why would a company want to use mystery shopping?***

Companies are able to see themselves through their customer's eyes and get valuable feedback on service, cleanliness, quality, and sales efforts measured against their own agreed standards.

#### ***What kinds of companies and organisations use mystery shopping?***

Retail stores, banks, hotels, fast food establishments, airlines, car rental companies, insurance companies, apartment communities, hospitals, airports, shopping malls, government departments and many more! Basically anyone that provides service to customers can and probably does use mystery shopping.

#### ***How do companies use mystery shopping?***

To recognize and reward outstanding performance, to train employees, to correct problems, to evaluate performance against the companies own agreed service standards, and to compare themselves against competitors.

***Is Mystery Shopping a serious Business?***

While mystery shopping can be fun for the mystery shopper, **it is a very serious business.** Based on information received in mystery shopping reports, employees might receive bonuses or sales and service systems may be changed or companies may make significant decisions regarding marketing, advertising, sales process and employment, etc.

**What about Mystery Shopping and the Internet?**

The Internet has revolutionized mystery shopping. Most shoppers are recruited, assigned work, and trained via the Internet these days. Most mystery shopping reports are submitted and verified online. Internet access allows mystery shopping clients to receive information faster so the information is fresher and more valuable to them.