



## Mystery Shopping

*See also Publications*

In order to test product presentation or salesperson behaviour in a POS or call centre, increasing numbers of suppliers are contracting so-called mystery shoppers (or mystery callers).

These test shoppers act out a specific shopping process in order to test the argumentation and performance of the salesperson, the efficiency of customer service, specific POS structure and presentation (arrangement, cleanliness, use of advertising, etc.) and other factors. The testers adopt and maintain a previously-established role, and record the events on a protocol sheet provided. As a result of this process, companies receive comparable assessments and starting points for training and improvements.

As the leading institute in Switzerland, we have all the methodical and staff requirements necessary for the execution of mystery calling and mystery shopping projects.

On the one hand, our team is made up of highly-qualified specialists, who are dedicated to ensuring that even the most complex test calls and purchases are carried out in a believable, convincing manner. On the other hand, these experts are joined by a large number of testers for projects of average difficulty, which not only enables optimal regional dispersion (for instance, for visits to branches separated by considerable distances), but also excellent disguises (for example, when real addresses are required for postal delivery).

Concerning evaluation, both qualitative analyses and standardised, routine table or graphic assessments and time series analyses are possible.