

Customer Satisfaction + Mystery Shopping

Monitor your Corporate Brainwaves



CUSTOMER IMPACT

Exponentially increase the value of mystery shopping data by pairing it with direct customer satisfaction polling for unparalleled insight into your company's performance — it's like looking into the "right and left brain" activity of your company.

Left Brain

(Mystery Shopping)

Mystery Shopping systematically delivers in-depth analysis from professionals who execute your specific scenarios and compare employee performance to corporate standards.

Measures Corporate standards

Experienced Evaluators

Factual, Objective

Unbiased, neutral feedback

Right Brain

(Customer Satisfaction)

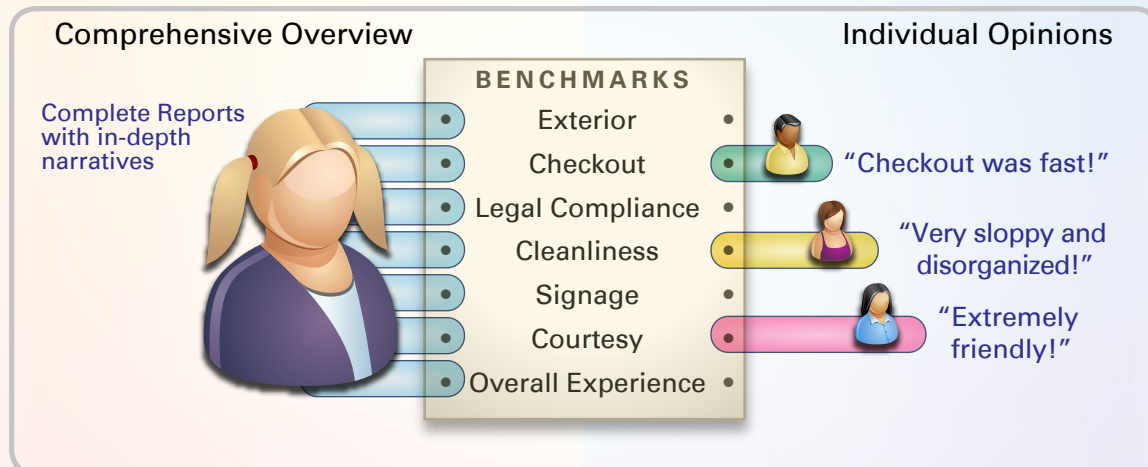
Customer Satisfaction Polling through IVR phone surveys and ICR web surveys delivers a large volume of feedback from actual customers with real-world experiences.

Measures Consumer Opinion

Actual Customers

Emotional, Subjective

Extremely positive/negative feedback



Combined

Reward Strengths & Address Weaknesses

Both methods enable you to trend areas at risk for low customer satisfaction and implement preventive measures such as training programs or employee incentives to correct and strengthen these areas.

Instant Feedback Response

Both methods can notify key people in your organization immediately when a customer requests contact or gives a specific response. This opportunity for timely reaction enhances your ability to recover from poor service as well as to reinforce positive experiences.