Retail Mystery Shopping

- Buy Online Pickup in Store
- In store Service, Selling Skills
- Online Order, Delivery
- Audits, Merchandis

Define Information Needed & Who Will Use It. Plan to Measure Behaviors & Observations Only.

Timing	Greeting	Knowledge	Selling	More
Greeting Assistance Check Out Delivery Pick Up	Welcome Offer to help Friendliness	Benefits Location of item Clarity of info Answer accuracy	Listening to needs Add on sales Asking for sale	Photos Thank you Send off Merchandising Cash/wrap

Shopper Requirements and Specs

Profiles	Shoppers	Time of Day	Visit Type	Frequency
Gender, age, interests or experience of shopper	Local to store Appearance appropriate to store target customer	Day Evening Late night Online- 24/7	Inquiry only Purchase Return Departments Buy Online, Pick Up in Store	Monthly, weekly, fiscal periods, promo periods

Accountability: Who Gets the Data, Who Acts on It.

Senior Management Team, HR, Training

Field Level (Region, District, Area), Franchisees

Unit Level Managers

Top Line Trends

Unit by Unit Score Performance, Key Behaviors to Coach

Score Performance, Specific Behaviors to Coach

Data Analysis

Behavior Analysis

Unit Report

Considerations

- Build trust in the program and process. Involve every level in program design.
- Train managers at all levels to own and coach from the results. Punitive programs do not succeed.
- Reward performance. Fairly. And for all involved. Confirm plan with HR. Determine fulfillment options for rewards.
- Balance brand standards with the local autonomy franchisees need to serve customers.
- Don't confuse mystery shop results (operations research) with customer satisfaction (perception research).
- Choose a mystery shopping provider with the experience and capability to partner with you on this journey.

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