

Telephone Mystery Shopping



Call Centers
Business to Business
Business to Consumer



Define Information Needed & Who Will Use It.

Timing	Greeting	Knowledge	Selling	More
Rings to answer Hold times Transfer times Call length	Friendliness Provided name Company name Offer to help	Features Benefits Clear info Appropriate products	Upsell Asking for order Listening	Ask for/use customer name Follow up

Shopper Requirements and Specs

Profiles	Voices	Time of Day	Call Type	Frequency
Gender, age, interests or experience of shopper	Local or call from anywhere Local accent or accent neutral	Morning Afternoon Evening Late night	Recorded or not Inquiry or problem Shopper knowledge needed	Monthly, Weekly Fiscal periods promo periods

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



Considerations



Build trust in the program and process. Involve every level in program design.



Ensure your program respects state audio recording laws and two-party recording notifications (if applicable).



Train managers at all levels to own and coach from the results. Punitive programs do not succeed.



Don't confuse mystery shop results (operations research) with customer satisfaction (perception research).



Reward performance. Fairly. And for all involved. Confirm plan with HR. Determine fulfillment options for rewards.



Choose a mystery shopping provider with the experience and capability to partner with you on this journey.

© Copyright. Confero Inc.



Customer Experience Research, Rewards, Results

800.326.3880 ConferoInc.com

