



# RE-CALIBRATE A MYSTERY SHOPPING PROGRAM

**Inspect Each Element of the Current Program.  
Define Changes Needed.**

Locations	Success	Budget	Data	More
Which to shop	Is program too easy? Too hard?	What's our ideal frequency?	What key metrics do we focus on? Why?	Does our program support employee engagement?
When to onboard new locations	Are we rewarding the right behaviors?	Can we afford to ramp it up?	What added data points do we need?	What changes would increase engagement?
Can we include institutional?	Who's gaming the system?	Do we need to reduce frequency or rewards?	Add photos? Add comments?	
Can franchisees order more shops?				

**Shopper Requirements. Consider any Needed Changes.**

Profiles	Purchase	Time of Day	Visit Type	Frequency
Gender, age, interests or experience of shopper	Promoted item, LTO, flyer page 1, shopper choice	Breakfast, lunch, dinner, snack, late night	Dine in, Drive Thru, Online, In-Store, Telephone, Web Order	Monthly, weekly, fiscal periods, promo periods

**Accountability: Who Gets the Data, Who Acts on It.  
Real Question is: Are They?**



## CONSIDERATIONS



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



Balance brand standards with the local autonomy franchisees need to serve customers.



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.

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