



## CUSTOMER EXPERIENCE STRATEGY

You want to confirm the training you've spent time and money on is effective. You purchased training materials, maybe even created a training video. You organized staff role-playing, with employees quizzing one another on compliance and best practices. But, as you know, real world interactions don't always play out like they do in training. Was your training comprehensive? Are your employees applying the training?

A solution? On-site mystery shops. Shoppers' View has created an innovative, in-depth system for analyzing the customer experience. We've shared some tips here for what mystery shoppers look for when visiting a business. Let us help ensure that your company standards and training are consistently applied. By sending mystery shoppers into your business, you'll get valuable insight into the customer experience, and be able to make improvements to your business and training processes.

**Here are a few common things Shoppers' View shoppers look for during a mystery shop.**

### EFFECTIVE SERVICE

*The employee uncovers reason for visit and matches the customer to appropriate products/services.*

Did the employee ask at least 2-3 questions to ensure they match the correct product to your needs? Did they listen to your responses and ask follow-up questions, if necessary? Did the product the employee match the shopper to make sense for their situation?

### DRESS CODE

Were all of the employees wearing the company issued uniform, or were all of the dress code guidelines followed, including name tags or other identifying items (aprons, etc.)?

### POLITE, KNOWLEDGABLE, HELPFUL

*As the shopper checks out and exits, does the experience continue to be positive?*

Was the employee polite throughout the interaction, or were they disinterested? Were you thanked for coming in? Was your name used? Did the employee respond to your questions in a way that seemed confident and correct? Did they seem helpful? Were you invited to return? Would you recommend this company based on this visit?

### OVERCOME OBJECTIONS

*The shopper may object to the price, the timeline, etc.*

Did your employee genuinely listen to the objection and attempt to overcome? Did the employee overcome the objection with empathy ("I understand, this is a big decision..."), or by reinforcing the benefit of the product, limited availability, etc.? Was this done in a genuine and comfortable manner that made the shopper feel at ease?

### GET THE SALE

*The employee can talk about the product all day long, but without actually asking the customer to open the account/purchase the product/service, you won't support your bottom line.*

Did the employee ask for the sale by offering to start an application, offer to take the product up to the register, etc.? Did they make an extra effort by offering delivery services, etc.?

### INTERIOR AUDIT

Interior: Is signage outdated or showing a current special? When you entered, was the smell neutral? Is there visible dust? Are all ceiling tiles intact and free from stains/water damage? Are all overhead lights on? Is the flooring even? Are trash cans overflowing or recently changed out? Is the restroom clean and stocked? Is the store product faced, fully stocked, and in excellent condition?

### PRODUCT/SERVICE EDUCATION

*The employee explains the features/benefits for the products/services.*

Did the employee share positive features/benefits of the products/services, as they were trained. Are compliance questions responded to in the corporately approved manner? In training, the same phrase was probably used and practiced. The shopper won't always say things the way you practiced, so you need to easily identify what is being asked and how to ensure your company is protected and represented correctly.

### PERSONAL/FRIENDLY SERVICE

*The employee offers service that makes the customers feel welcome.*

The employee offers assistance in a way that makes customers feel special. Did the employee introduce themselves and ask for your name? Did the employee respond to your comments with follow-up questions or comments that made you feel heard?

### CUSTOMER ACKNOWLEDGEMENT

*Making customers feel welcomed sets the tone for their visit.*

Were you greeted within 15 seconds of entering? If all employees were with guests, were you at least acknowledged with a smile or simple greeting? When you were greeted, did it seem genuine? Did the employee smile?

### MAKE IT STAND OUT

*Employees should share what makes your company unique.*

The employee should display pride in the company. Did the employee know the company or location's history? Did the employee know what makes your company stand out from the competition?

### EXTERIOR AUDIT

Is your marquee outdated or showing a current special? Is the parking lot free from trash? Is the parking lot safe: free of potholes, with lines clearly marked, and working lighting? If you have a company vehicle, is it clean and in good condition?

**This checklist is just a sample.**

Contact us today for custom solutions to improving the customer experience at your business.