



**RELAX**...and **enjoy** the new  
GfK Mystery Shopping experience...

### WHEN is Mystery Shopping recommended?

**COMPLIANCE** Research

**CLIENT SERVICE** Evaluation

**SECURITY** Checks

**STOCK** Audits

**PROMOTIONS & POSM** Checks

**BRAND & PRODUCT**  
Recommendation

**PRICING**

### HOW can GfK support you in reaching your objectives?

- ✓ Our dedicated **Mystery Shopping Division** is able to provide **customized consultancy** and to coordinate MS projects using a variety of methodologies:
  - ✓ **Online** – specialized platform that supports the entire project from questionnaire to reporting
  - ✓ **Offline** – able to conduct standard MS projects regardless of their complexity in terms of design or reporting
  - ✓ **Mystery Calls** (including via CATI platforms)

### WHAT do you get when working with GfK Mystery Shopping Division?

- ✓ **Customized consultancy**
  - ✓ Both for project design & implementation of results
  - ✓ By experts with research experience in your industry
- ✓ **Customized reporting**
  - ✓ Overall & location reports based on your needs
  - ✓ Exports (customized according to specifications)
  - ✓ Alerts for relevant situations and the option to set tasks
- ✓ **Dedicated project team**
  - ✓ Ensuring quality, support and fact based consultancy

GfK

\* **If this is what you need for your business to grow, contact us: [julia.cornigeanu@gfk.com](mailto:julia.cornigeanu@gfk.com). Thank you!**

\* If you want to **join our team** as **mystery shopper** contact us at: [client.misterios@gfk.com](mailto:client.misterios@gfk.com). Thank you!