



**GfK Mystery Shopping**

**Save customers and money**

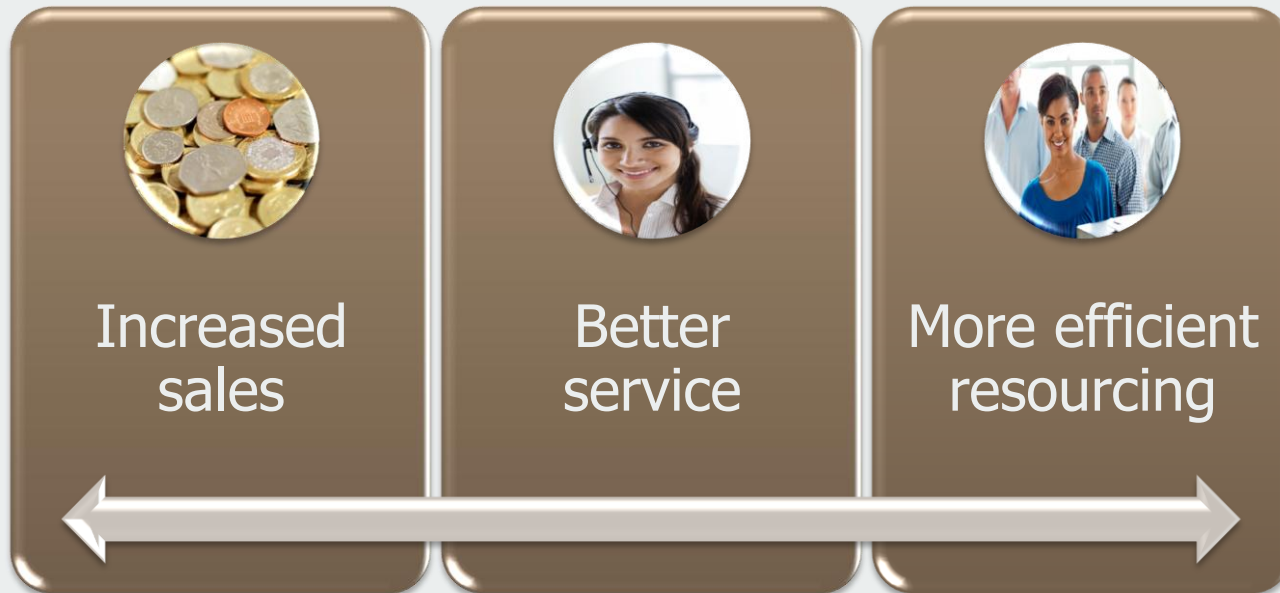


# Why Mystery Shopping?

# Mystery Shopping Provides Levers to Improve Your Business

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Insight-led mystery shopping will provide **actionable** recommendations and enable companies to improve their business through...



# How Does It Improve Your Business ?

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Retain & Build Existing Relationships

Provide the best experience

Remove dissatisfaction

Cross-sell where appropriate

Acquire New Customers

Ensure correct stock / POS and marketing

Staff recommendation and knowledge

*Top Class Service*

*Sales touch-points (and service)*

Efficient as possible

Compliant

# When Does Mystery Shopping Become a MUST HAVE ?



In shops/ partners' outlets & Call centers

Evaluation of training programs efficiency

Drawing up training programs

Ways to motivate personnel

Implementing an incentives system

Improving the sales/ C.R. process

Determining strong points and weak points

... and more

Monitoring the implementation & efficiency of different sales strategies

Assesing personnel performance

Objective evaluations of performance level

probing for the market and competition performance

Creating sales strategy based on added value

Services that make a difference, increase satisfaction

## Benefits of Using Mystery Shopping together with a Loyalty Study

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- Mystery Shopping is used as an important measure of service.
- GfK also has strong Customer Satisfaction / Loyalty expertise (using GfK designed tool: *Loyalty Plus*); these sort of studies are key inputs into mystery shopping.
- Using the combined results of Mystery Shopping & C.S./ Loyalty, we discover ways to improve your staff efficiency and ways to save money/ increase income from sales.

Thus, GfK Mystery Shopping studies can bring tangible proof of Return on Investment.

## Likely impact of Poor Customer Service

*Did you know that...*

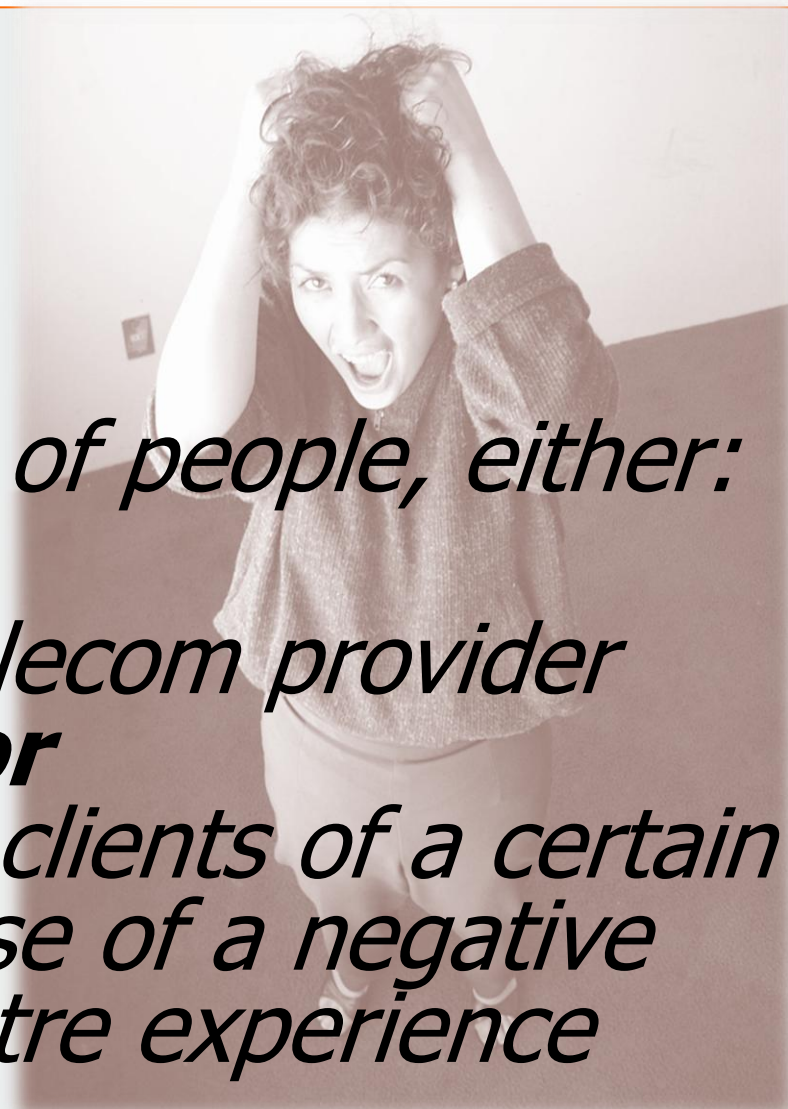
**44%**

*of people, either:*

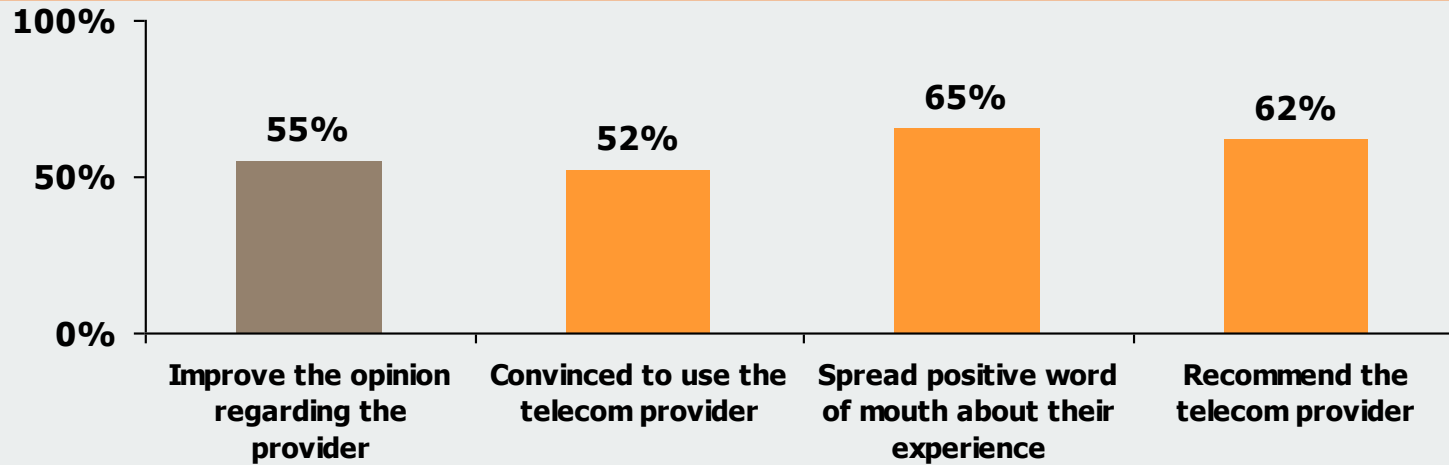
*give up their telecom provider*

**or**

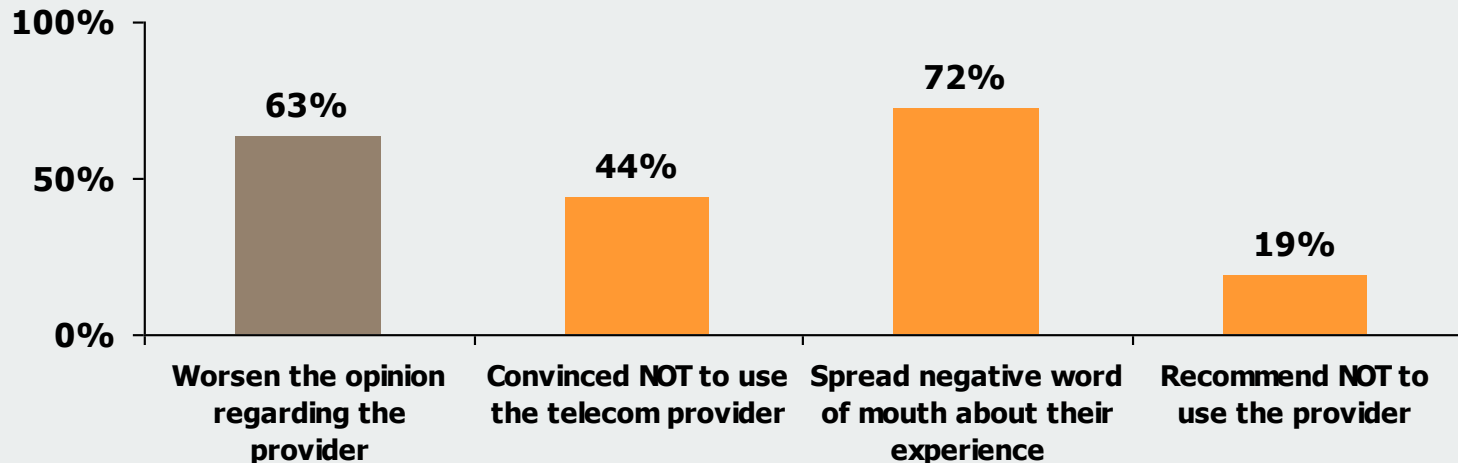
*give up becoming clients of a certain provider because of a negative shop/ call centre experience*



## Good service has it's benefits ...



## ... but bad service has as great an impact, even greater



## What Do these Findings Mean for your Business?

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Loyalty Plus studies demonstrate that **improved service** does lead:

→ to **more satisfied customers**

→ ultimately to **higher sales**

It can also tell us what **factors** are most likely to **drive higher satisfaction**. Mystery shopping helps evaluating whether the sales personnel performs in a way that generates satisfaction amongst the customers.

If we know the 'importance' of these variables we can measure the **impact improvements will have on** behaviour and, ultimately estimate its effect on **sales, turnover & profits**.



# About Mystery Shopping

# Mystery Shopping Process – Project Unfold

Marketing objective

Questionnaire

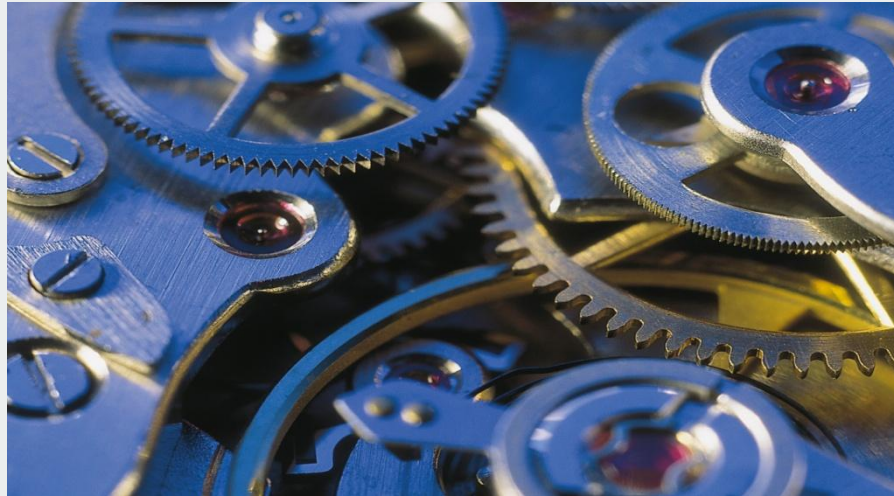
Mystery shoppers'  
profiling

Objectives

Performance  
areas

Scenarios

Mystery shoppers'  
Recruitment



Reporting

Scoring

Analysis

Visits/  
Calls

Training

Implementation

Sampling – regional distribution

GfK



# **GfK Mystery Shopping:** Unmatched Knowledge & Solutions to Improve Business Performance

# Benefits of using GfK Mystery Shopping

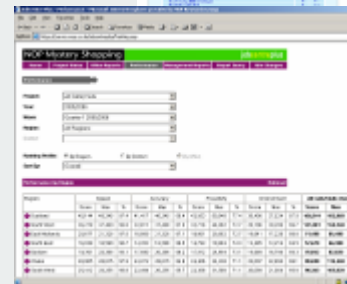
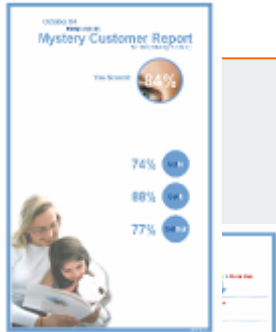


- > **Dedicated teams** of experienced researchers **on each market**: Financial, FMCG, Telecom, Retail, Automotive, Pharma
- > National network of mystery shoppers
- > Mystery shoppers' **briefing, training & monitoring**
- > **Competitive timing** (due to on-line input technology)
- > **Extensive experience** – around 13 800 mystery shopping visits/ calls conducted in the past 2 years (consumer & business)
- > Customized multi-level graphic reporting, including **actionable results**
- > online reporting through **free GfK portals, or small fee customized portals**
- > Comprehensive **Quality Control System** of mystery shopping evaluations
- > Extensive **market research/ analytical resources**
  - > **Linkage capability between MS and Customer Satisfaction data**
  - > **In-house staff of professional market researchers**
- > **Performance** driven
- > **Flexible** system that embraces program changes easily
- > **Global mystery shopping capabilities** – more than 30 countries

# Reporting Philosophy

## Our approach to all client reporting is based on the following key principles:

- > Ensure the data reported is **accurate** - both for input and reporting.
- > Our reporting systems are entirely **flexible**, allowing us to tailor reports to your specific needs.
- > Reports are **actionable**, have impact and are easily understood by the reader – whatever their level within your organization.
- > **Involve** groups of report readers (e.g. station/store or area managers) in the report design process.
- > Reports **encourage** and **motivate** staff to adopt desired attitudes and behaviors.
- > Flexible report distribution media to **suit client needs** – hard or soft copy, CD, e-mail or via a dedicated web-site - offering the potential for enhanced interactivity of reporting, through online reports on **customised free of charge portals** (which can be accessed by a large number of users).



# Gate for Knowledge - Free of Charge Customized Online Portals

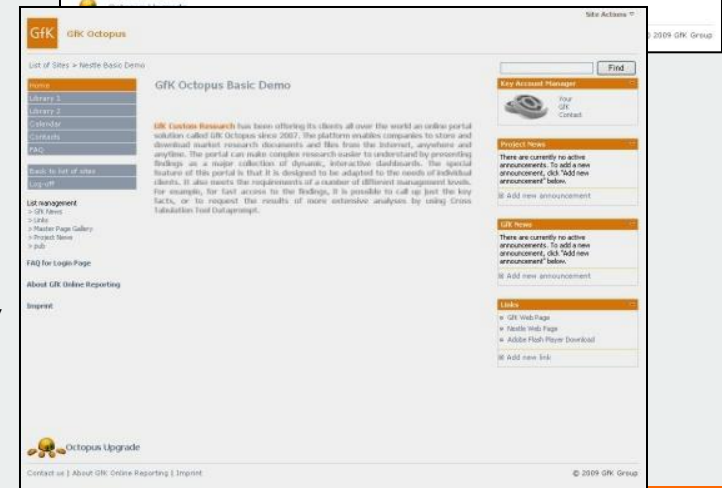
## What is *Gate for Knowledge – Lite* option?

It is a new offer for **on-line delivery** (reports & research materials) , **free of charge**, aiming at being a **universal repository** platform

It is suitable mainly for long-term projects, but also ad-hoc studies

It is a particular set of highly standardized components with fixed functionality, structure, layout and design.

Paid versions of the GfK Octopus portal allow additional, more complex functions and dashboard reporting.



# GfK Mystery Shopping Experience & Credentials

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**GfK** Since 2000, when GfK Romania first started conducting Mystery shopping studies, our researchers gained a vast experience on these type of studies. GfK successfully runned mystery shopping on: automotive, financial, telecom, and retail markets. In the last 2 years, 13800 mystery shopping visits/ calls were conducted by GfK Romania.

**GfK** GfK has dedicated mystery shopping teams for each industry, so that we can ensure specialised consultancy. We have a field team especially recruited and trained for mystery shopping visits. The mystery shopper network consists of 240 mystery shoppers around the country.





GfK Romania [www.gfk-ro.com](http://www.gfk-ro.com)

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Thank you for your attention!

GfK