



# Mystery shopping

**Retail environments are dynamic complex eco systems and are usually higher regulated to produce a standardised consumer experience. The preferred method of measuring the extent of compliance to these self-imposed regulations is through a retail audit or a mystery shopping exercise.**

Mystery Shopping does not consider the view of the consumer, it is an objective audit of the store against a set of agreed to criteria. Ask Afrika's audit takes this process one step further by also integrating a consumer view in the auditing process as the regulations set out for the store need to impact directly on the consumer experience. The mystery shopping programme can also be enhanced by video recording the audit so that it can be used in training and staff feedback session.

## Benefits

- Objective and measurable criteria are used for scoring purposes
- A mystery shopping program that audits your unique value proposition
- An objective assessment of compliance to set standards
- Can be used in conjunction with a service measurement to give a 360 degree picture of the service environment

## Applications

- Input into performance bonus systems
- Evaluating point of sales and service effectiveness
- Retail design
- Consumer experience mapping, as part of a broader CSM programme
- To monitor SLA agreements with manufactures for specific product or brand placements

## Methodology

- In person, telephonic or digitally measured dependent on the channel of interest
- Video and audio mystery shopping

## This product will appeal to:

- Retail, banking and automotive executives who need to ensure standardisation of layout, procedure, pricing format and service across stores regionally or nationally.
- HR executives to need to train and develop customer facing staff and who need to develop incentives systems for frontline staff.
- Manufacturers who want to assess how their product or brand is represented in an in store environment.
- Call centres that need an audit of standard operating procedures.

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