

mystery shopping programs



When it comes to satisfying consumers and maintaining marketplace competitiveness, no activity is more important than the delivery of quality service.

Mystery Shopping Programs provide you with a real-life measurement of the level of service provided to your customers at retail. Meyers Research Center (MRC) implements enhanced Mystery Shopping research techniques. Using our unique shopper training process, MRC instructs and trains their shoppers extensively before the start of the fieldwork, insuring ultimate quality control and guaranteeing delivery of consistent measurements and accurate data across all markets and stores.

“Most people who receive poor retail service won't complain. They just don't return.”

Our highly trained mystery shoppers report on the quality of service provided by store level personnel, arming you with valuable information.

You can discover:

- Σ • Actual service performance versus corporate or legal standards.
- Σ • Retail-level compliance to manufacturer-paid programs.
- Σ • Specific strengths and weaknesses.
- Σ • Training program effectiveness.
- Σ • How in-store personnel handle inquiries and selling opportunities.
- Σ • Performance by employee, outlet or region.
- Σ • Brand and product recommendations that are being made by in-store personnel.

MRC's research professionals conduct Mystery Shopping at outlets including banks, restaurants, retail stores and service organizations. The shopping can be performed face-to-face, over the telephone or online, to fit your specific needs. Let MRC's Mystery Shopping Programs give you the tactical insight you need to ensure ultimate customer satisfaction and give you a competitive edge at retail.