

## ► FiveStar's Mystery Shopping Overview ◀

### Four Critical Concepts in Identifying with Customers

1. **A business should understand that a customer's perception is his/her reality.** People believe what they perceive. Furthermore, these perceptions expand when they are reinforced by the business. To understand the customer, a business must understand the needs, wants, desires and opportunities of the customer.
2. **Customers must be thought of as assets.** It costs five times as many dollars to attract a new customer as it does to keep one. What is your company doing to keep customers happy and satisfied beyond product and price? How is your company *earning* customer loyalty?
3. **Customer service is an attitude.** Why do customers leave or become disenchanted?
  - i. Poor attitude of personnel 68%
  - ii. Unadjusted complaints 14%
  - iii. Lower Price 9%
  - iv. Moved/Death 9%

Do your service providers convey the attitude that the most important person to your business is the customer? If so, how?

4. **While service is defined by the business, satisfaction is realized by the customer.** Your primary goal should be to generate 'satisfied customers.' **IN THE CUSTOMER'S EYES, THE OWNER/MANAGERS AND EMPLOYEES ARE THE BUSINESS.**

### **Purpose of Mystery Shopping:**

As outlined above, understanding the value in identifying with customers is the foundation to business success. It is critical to obtain objective feedback to ensure customer satisfaction.

"FiveStar's Mystery Shopper Program" is designed to provide an objective view of a business's customer service efforts and other image aspects of the business. All information gathered is confidential and a recap is provided to the client listing challenges and opportunities for improvement.

### **Three Key Customer Contact Areas:**

**Face-to-face:** Entails visiting your business unannounced and anonymously to observe your facility (interior and exterior), your employees and their interactions with customers.

**Telephone Inquiries:** To evaluate greeting, transfer, promptness, employee product knowledge, rapport and closing.

**Web Site:** To assess the strengths and weaknesses of your Internet site from a customer's perspective. Site attraction and user-friendliness are a few of the areas evaluated.

## Evaluation Factors:

Based on the needs and expectations of your company, the following factors are included in FiveStar's evaluation process:

- Customer Service
- Employee Attitudes
- Product Knowledge
- Listening Skills
- Sales Techniques
- Facility and Merchandise Appearance

## Closing Comments:

The goal of "FiveStar's Mystery Shopper Program" is to help your business gauge customer satisfaction and to identify strengths and/or weaknesses in your service delivery. Is your business 'customer friendly', accommodating, landscaped, well marked with good directional signage, etc.? Many customers perceive that the exterior and interior of your business directly reflects the way they will be treated. How polished and professional is your correspondence and promotional materials? How effective is your orientation program?

## Food For Thought:

1. If you are good to your customers, they will keep coming back because they like you.
2. If they like you, they will spend more time and money.
3. If they spend more time and money, you'll treat them better.
4. If you treat them better, they will keep coming back.

► Carl Sewell ◀

**FIVE STAR**  
☆☆☆☆ Customer Service Strategies

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