



Your guide to... Marketing and communication

www.mystery-shopping.netetude.co.uk

1 company in 4 regularly uses mystery shopping to evaluate quality



Communication: analyse campaign results

Communication is often used to improve visibility, image or preference among a target audience. But you need to ask yourself “how do I positively reach customers”, while also asking how to enable customers to reach your business. A mystery shopping visit can help. Analysing your corporate image and gathering the opinions of customers and colleagues enables you to define realistic internal and external communications strategies, based on real information.

Marketing: test your marketing tools

Defining the products and services that correspond to consumers' needs demands precise market analysis. Analysing your existing marketing tools enables you to adjust campaigns, thus avoiding loss of added value of your product or service once it had been put on sale.

Shopping intentions: don't judge – analyse

Mystery shopping must always be carried out carefully: it is not carried out to make judgements but to determine facts in order to take remedial actions. That is why mystery shopping must be prepared by professionals. Netetude has 7 years' experience of mystery shopping, including writing the scenario and recruiting the competent people you need.

Mystery shopping: adapted to your needs

Mystery shopping can be adapted for all your outlets and developed to meet your specific needs.



Questions/comments

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