



Your guide to... Mystery shopping

www.mystery-shopping.netetude.co.uk

1 company in 4 regularly uses mystery shopping to evaluate quality



Mystery shopping: evaluate your outlets

A mystery shopper, with a pre-defined plan, can tour outlets checking various aspects: welcome, cleanliness, range of products etc. The shopper can thus determine any faults neutrally and objectively so they can be corrected. At Netetude our mystery shoppers are volunteers; they are either already your clients or correspond to a predetermined profile.

A full test: everything is checked

Netetude can recruit mystery shoppers to check your outlets. Depending upon your wishes, they can check:

- Quality of welcome
- Politeness and friendliness of staff
- In-store events
- After-sales service
- Product availability, etc.

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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