



Your guide to... Sales growth

www.mystery-shopping.netetude.co.uk

1 company in 4 regularly uses mystery shopping to evaluate quality



Mystery shopping: helping your sales growth

Clearly identifying the right strategies to adopt and finding the right methodology to carry out that strategy is essential to successful sales growth.

Mystery shopping can give you crucial advice based on neutral and objective analysis. Using the report of a mystery shopping exercise, you can develop areas for improvement, analyses, adjust existing strategies and more.

Results: respect and confidentiality

All information communicated to us by you and mystery shoppers remains totally confidential and is never divulged to third parties. Our services are governed by data protection laws. All documents and reports are stored on a secure web platform only accessible via password.

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

We can carry out mystery shopping in all types of outlets: shops, restaurants, hotels, theme parks, garages, showrooms etc.

Questions/comments

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