

more than

950 000 panellists worldwide



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MYSTERY SHOPPING

Evaluate your brands



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1 company in 4 regularly uses mystery shopping to evaluate its brand

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WHAT IS MYSTERY SHOPPING?

Mystery shopping aims to simulate real customer shopping in various scenarios to enable an evaluation of the quality of your customer service, benchmarked against your own quality objectives.

Mystery shopping enables you to see your brands through the eyes of a customer, thus enabling you to refine your customer service.

Netetude will develop scripts with you and recruit mystery shoppers for the project, carry out the follow-up to the visit and submit a detailed report. We have a secure web platform, enabling you to follow the project step-by-step, saving you time and money.

YOUR NEEDS...

Do you have a specific issue within your stores? Mystery shopping enables you to find the solutions, from quality of service (welcome, advice and presentation) to putting in place an overall commercial strategy (the right vocabulary, sales performance etc.)

...OUR SOLUTIONS

By defining the specific issue with you, we can then propose the right solution. Our broad panel enables you to recruit the right clients and guarantees total objectivity. We will submit a fully detailed report on our mystery shopping visits with proposals for solutions

Example of a recent project: a ready-to-wear clothing store

The mission:

Auditing the quality of customer service in a ready-to-wear clothing chain.

The profile of candidate sought:

Women, aged 18-25, who frequent the chain in question.

The scenario:

Enter the shop, browse around, try various garments, hesitate, ask for advice from a member of staff and make a purchase. Attention should be paid to the member of staff's capacity to listen, the quality of their advice, their patience and enthusiasm and more.

1

Problem + scenario

FORWARD PREPARATION

2

Mystery client + mystery visit

RECRUITMENT AND VISIT

3

Secure client web platform

DETAILED REPORT