

MYSTERY SHOPPING PROGRAMS



Differentiating an organization's brand in a competitive marketplace is a challenge that can be influenced significantly when employees take ownership in delivering an exceptional customer experience. Mystery shopping programs are an excellent way to measure performance across your human delivery channels.

AWARENESS OF THE DESIRED CUSTOMER EXPERIENCE

Interactions with mystery shoppers provides an opportunity to create regular feedback from interactions between employees and customers. The feedback can be used to draw attention to the desired customer experience and how it is being delivered to customers.

ASSESS EMPLOYEE SALES AND SERVICE BEHAVIORS

A variety of customer transactions, inquiries and interactions can be included in a mystery shopping program. The evaluation criteria and evaluations can be customized to match the performance standards set for related customer connections.

- Telephone, in-person and online contacts
- New account inquiries
- Customer service contacts
- Website, digital and email evaluations

BASIC EVALUATIONS OR COMPLEX ASSESSMENTS

Balancing the use of yes, no and rated questions allows for deeper objective and subjective performance assessments related to customer relationship connections.

PERFORMANCE TRACKING AND MEASUREMENT

Mystery shopping results will identify coaching opportunities, enhance manager accountability, provide direct feedback to staff, identify training opportunities and establish performance goals.

REWARD AND MOTIVATION PROGRAM SUPPORT

Mystery shopping results can be combined with reward programs to recognize outstanding performance. The flexible tracking and reporting connects easily to motivation programs at the individual, branch work area or company level.

“You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality.”

WALT DISNEY



402 441.3131
Lincoln, Nebraska

 @crossfin
crossfinancial.com