



## **MYSTERY SHOPPING**

**YOUR CUSTOMERS, THEIR FAMILY AND THEIR FRIENDS  
KNOW HOW YOUR COMPANY PERFORMS**

### **DO YOU?**

entyrety has developed an 'on-line' mystery shopper programme to offer independent retail groups and individual dealerships the same advantages as the larger nationals, by amalgamating requests, to make the mystery shopping and support programme more cost effective than on an individual basis.

### **Telephone Mystery Shopping and what it entails.**

1. Prospect local addresses (in order that the shopper is more realistic).
2. Using pre-agreed scenarios & scripts.
3. Calls made on a monthly or bi monthly basis.
4. All shoppers coached and monitored, by our experienced staff.
5. Calls quality checked and measured against an industry recognised criteria.
6. An experienced training specialist oversees the program from start to finish.
7. All calls posted on a dedicated website:
8. Individual web sites can be offered to multi-site chains, customer specific offering two levels of security access.
9. Alternatively all calls can be supplied on CD-rom, in data or audio format.

### ***Scenarios***

Sites are presented with scenarios that are safety related (i.e.: Tyre, brake, etc); this will enable us to measure several key elements.

1. Questioning skills of staff.
2. Quality of advise in next course of action.
3. Willingness to undertake repairs.
4. Collection of customer information.
5. Pricing policy.
6. The offer of current promotions
7. Technical knowledge
8. Attitude to customer.

### ***Reports***

All centres that appear on the national Website will have a dedicated pin number, which will indicate their centre in league order, in comparison with similar outlets. The measurement criteria would be to an industry recognised standard. Individual reports will be available, clearly indicating areas for improvement and training needs.



### ***Physical Mystery Shopping***

Use mystery shopping to analyse your daily store interactions. Reward, motivate and train your employees more effectively.

We can engage your front line employees in everyday customer service situations to provide you with a true, unbiased measurement of customer service and experience.

Through us you can understand what your team does well and build on those identified strengths or reveal areas where training would be beneficial.

Our customised mystery shopping programmes are developed to enhance your employee performance. While at the same time providing key decision makers with information to make sound strategic decisions that will directly impact tomorrow's bottom line.

### ***Walk In With Video Option***

We will physically visit your specified location or locations unannounced, on a single or multiple occasions as requested.

Each visit will be an enquiry relating to your products and /or services, audio and video is recorded. The recording is then analysed and scored against a set of agreed criterion.

The resulting report is further analysed to produce a recommendation of action required. This is tailored to your specific business requirement.

Reports are published on the password protected, secure Acorn Mystery Shop Web site, although physical reports are available if required, unedited video is supplied either on VHS or DVD as required.

### ***Doctored Vehicle Mystery Shopping***

A vehicle will be presented to your premises, unannounced, and with several agreed pre-induced, readily identified faults.

Each visit will be a request for assistance regarding a specific business related vehicle fault, audio and video is recorded.

The recording is then analysed and scored against a set of agreed criterion. The resulting report is further analysed to produce a recommendation of action required. This is tailored to your specific business requirement.

Reports are published on the password protected, secure Acorn Mystery Shop Web site, although physical reports are available if required, unedited video is supplied either on VHS or DVD as required.



### ***Small Repair Mystery Shopping***

A telephone call will be made to your business to pre-book a vehicle in for an agreed minor repair.

At the agreed time and date the vehicle will be presented at your premises for the repair to be carried out, the vehicle will have several agreed pre-induced, readily identified faults...

The original booking call, the actual vehicle reception and collection/payment process, and any additional telephone conversations will be recorded.

Our engineers to establish the quality of repair carried out will subsequently check the vehicle.

A report will be produced along with a recommendation of action required, tailored to your specific business requirement.

Reports are published on the password protected, secure Acorn Mystery Shop Web site, although physical reports are available if required, unedited video of the whole process including telephone conversations, is supplied either on VHS or DVD as required.

### ***Service Mystery Shopping***

A telephone call will be made to your business to pre-book a vehicle in for a scheduled service.

At the agreed time and date the vehicle will be presented at your premises for the service to be carried out, the vehicle will have several agreed pre-induced, readily identified faults...

The original booking call, the actual vehicle reception and collection / payment process, and any additional telephone conversations will be recorded.

The vehicle will be subsequently checked by our engineers to establish the quality of service carried out.

A report will be produced along with a recommendation of action required, tailored to your specific business requirement.

Reports are published on the password protected, secure Mystery Shop Web site, although physical reports are available if required, unedited video of the whole process including telephone conversations, is supplied either on VHS or DVD as required.

The physical mystery shop visits also help maintain the DTI/TSO due diligence procedures.

The service provides you with a window into your business allowing you to view how your staff handle enquiries, deal with objections and close the sale. It enables you to follow a transaction from the original call through to payment as viewed by your customer.

If you feel the service would be of interest to you please contact entyrety for a no obligation quotation for any of the services listed using the options below.