



**Team Power International**  
Where Your Winning Future Begins

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**LEADERS IN APPLIED  
INTERACTIVE TRAINING**

**CSO4E**



**In-House  
Training**

# EFFECTIVE MYSTERY SHOPPING

Become an effective mystery shopper equipped with the best tools to perform secretly but efficiently



## OVERVIEW

Mystery shopping is an important tool in market research used by top companies in which undercover shoppers evaluate the product quality and more importantly the quality of customer service along with other elements of customer's experience. Companies use this method to evaluate the competition and also improve their level of customer service. It provides the business with the likes and dislikes of a consumer, to enhance the employees' awareness of the product and also the importance of customer service.



## PRIMARY OBJECTIVES & BENEFITS

*This workshop will help participants to:*

1. Retain more of their past and present customers by learning how to do in-house mystery shopping.
2. Gain market share by attracting new customers and improving service quality.
3. Drastically improve the quality of customer service.
4. Enhance the customers' shopping experience.
5. Enhance the employees' awareness about the product and also the importance of customer service.
6. Identify best practices and implement them on a large scale.
7. Improve credibility.



## WHO SHOULD ATTEND?

- Delegates who want to add value to their organizations
- Organizations who want their employees to work productively
- Organizations that need to upgrade their shopping experience
- Organizations maintaining policies and procedures



## EFFECTIVE MYSTERY SHOPPING

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### Module 1 - Become A Mystery Shopper

- Introduction
- Glossary
- What is mystery shopping?
- Your responsibilities as mystery shopper
- Keeping track of your business
- Tools of the trade
- Hot quite shopping
- Types of mystery shops

### Module 2 - Assignments: Beginning To End

- Ready, Set and Go!
- Doing your assignment
- Writing reports
- Getting more assignments

### Module 3 - Beyond The Basics

- Breaking the Myths
- Getting caught
- When shops go wrong
- Paying to shop?
- SCAMS
- Start your mystery shopping journey
- Go and shop
- Resources for a better experience

### Module 4 - Mystery Shopping Surveys

- Mystery Shopping Survey Structure
- Execute Mystery Shopping Survey
- Survey Execution Practices
- Evaluate Mystery Shopping Survey Reports

### Module 5 - Corrective Action plans

- Do's and Don'ts
- Corrective actions pre-visit
- Corrective actions post-visit

## PROGRAM HIGHLIGHT

**Duration:** 3 days  
**Date:** To be Agreed with the Client Organization  
**Timing:** 8:30 am to 2:30 pm daily  
**Venue:** Suitable & fully equipped venue (to be provided by Customer)  
**Notice required:** 10 working days

**Language:** English or Arabic  
**Material:** Participants will be provided with high quality handouts  
**Certificates:** Certificates of Achievement shall be provided to participants upon successful completion of the training program  
**Fees:** Inclusive of facilitator's fees, materials and certificates