

Mystery Shopping

Alta360 Research Mystery Shopping is a highly customizable research tool for measuring execution of key performance indicators (KPIs) like cleanliness, staff engagement and appearance, timeliness of service, product knowledge, suggestive sell, and adherence to brand standards. Mystery shop modalities include on-site, phone shops, web/e-commerce evaluations, competitor shops, or a combination of these options to capture the full range of customer experience.

With a large database of independently contracted mystery shoppers, Alta360 Research offers full North American coverage for your program and is experienced in large project management.

To ensure quality, our shoppers have access to comprehensive online tutorials, are tested on the requirements of each assignment, and their work is vetted by our 100% in-house Editing/QA departments before being released to you.

Program Features

Account Managers with experience in your industry

Program knowledgeable field personnel (shoppers)

On-site, Phone, Web, & Competitor options

Celestial Reporting & Analytics™

- Client branded

- Custom reporting options

- Action Plan Dashboard

- Active Feedback based on results

- Automated notification of +/- scores

- Control what information is accessed by users

Program Benefits

Alta360 Research Shoppers understand brand standards and expectations

KPI analysis and a continual read on KPI performance

Evaluate execution of mandated procedures, effectiveness of current employee training, and identify coaching opportunities

Evaluate your customer experience both on-site and by phone, with the option of also evaluating the customer experience being provided by key competitors