

The Model

In the global business context of increasing media fragmentation, decreasing brand loyalty and an increasing reliance on first hand experiences and word of mouth, it is more important than ever before to ensure that businesses deliver consistently high levels of customer experiences at all retail sites. By consistently matching and exceeding customer expectations, customer loyalty will increase along with customer referral. All of which drives profits.

Experience

GAPbuster Mystery Shopping has been refined over 15 years through over 5 million evaluations in 74 countries to deliver business insights to world-leading clients. For example, GAPbuster research shows that of satisfied customers, only 23% will definitely re-purchase, compared to 80% of completely satisfied customers. In other words, meeting minimum satisfaction levels is not enough to maximise repeat business, let alone convert customers to brand promoters.

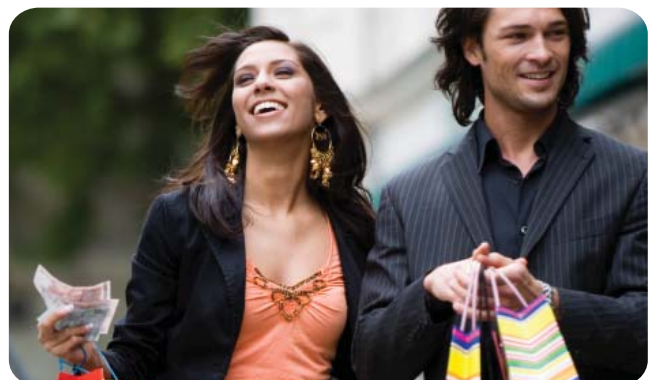
The GAPbuster Mystery Shopping programme is a vital business tool to ensure customers move from being satisfied with the service, to being loyal, engaged, promoters of the business that subsequently drive significant profit growth.

Difference

The GAPbuster Mystery Shopping programmes are delivered by/with:

- A dedicated, highly skilled and professional Account Manager that is flexible enough to work locally, nationally or internationally
- A knowledgeable and professional production team that translates client needs and objectives into a detailed, high quality Mystery Shopping programme
- Highly trained, specialised Mystery Shoppers - Recruited, screened, and quality managed
- Client and Programme Specific Training - Tailored to meet client needs, delivered via the web and can include 'virtual tours', interactive training environments, auditor accreditation tests, knowledge tests, instruction manuals, and instructional videos
- In-depth Mystery Shopping on a yearly quarterly, monthly, fortnightly, or weekly basis that can measure the details of the customer service interactions, the emotional impact of the experience, and the satisfaction, loyalty, and engagement levels of staff who provide those experiences
- Internal Benchmarking - Identify the top performers in relation to best practice as the benchmark for the company

**GAPbuster Mystery Shopping
builds long term, profitable
customer relationships**



- Up to 30 questions per evaluation, on a range of topics designed to get relevant, optimised data and feedback from shoppers
- Updates to programme monthly - New sites, changes to facilities or processes, updated on a month-to-month basis, mean the programme is dynamic and flexible
- Store Level Monthly Reports – Allowing store managers to track improvement at a local level, and motivate staff using highly visible service improvements and plans for further action
- ISO 9001 Quality Control of processes and Mystery Shopping evaluations to ensure consistently high quality results

Options

To ensure the effective implementation of the GAPbuster Mystery Shopping program, the highly experienced and knowledgeable Mystery Shopping Team takes the time to create a customised Mystery Shopping solution, tailored to suit operational and strategic goals.

The modular design of the GAPbuster approach means that additions to the Mystery Shopping programme can be arranged to maximise returns, such as:

- GAPbuster Surveys – To gauge and track staff and customer satisfaction, loyalty and engagement over time
- GAPbuster Contact Centre Surveys – To ensure the information being delivered by Contact Centres is conveyed consistently, correctly and clearly to customers
- GAPbuster Competitive Benchmarks
- GAPbuster Analytics – Data mining, text mining, trend detection and trend forecasting to increase competitiveness
- GAPbuster Competitor Benchmarks - To measure your experiences versus your key competitors by store
- GAPbuster Retail Audits – Complement the Mystery Shopping programme by determining rates of complicity in the consistent application of company directives, procedures and initiatives across networks, store-by-store
- GAPbuster Client Portals – Make the transition from a branded corporate site to the GAPbuster portal with Client Branding across all pages



Contact Us

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