

Second Hand Clothing Stores Win with First Class Service

Presented by Mystery Shopper Services

Challenge



Company X, a high-volume consignment retailer relies on customers to supply their gently used clothes for inventory. Store associates, authorized to pay cash for incoming “trade ins” must make on the spot decisions about what will and won't sell. Clothing sellers are often the best customers. Training is critical!.

Solution



Company X supports their uncompromising standards for service with a robust Training program. Then, they reinforce Training his 100+ staff with twice monthly mystery shops. *"It keeps my employees on their toes, and the feedback makes for excellent training resources."* explains the CEO.

Implementation



Mystery shops are used in 3 ways:

- Ensure core values are demonstrated in each store.
- Update training and communication tools with all shop feedback.
- Recognition & Reward for excellent experience and coaching where improvement is needed.

Social media has made the training and secret shops more important...

"Like most retail, our customers are the number one priority... As the owner, I can only be in one store at a time," says owner. A good experience might only reach a few, while a bad experience can quickly go viral.

"We've got to be exceptional all the time...Secret shops have been invaluable...It keeps my employees on their toes, and the feedback makes for excellent training resources."

