

Mystery Shopping and NPS Correlations

Presented by IPSOS

Correlating Mystery Shopping KPIs & NPS



There were strong correlations with Retail Experience which was also in line with previous analyses conducted October 2012 – there was a need to focus on these behaviors since they seem to correlate well with NPS and are a systematic area of weakness across the network.

Correlating Mystery Shopping with CES



Willingness to Recommend strongly correlated to “Customer Name” – this is the only strong correlation for Willingness to Recommend (with the exception of “Gain Agreement” at lower correlation levels) and is the highest correlation factor in this analysis set.

Breaking it Down Into Bite-Sized Actions!



Future waves of Mystery Shopping revealed improvements in the correct behaviors to drive improvements in NPS and CES scores and, inevitably, true customer experience!

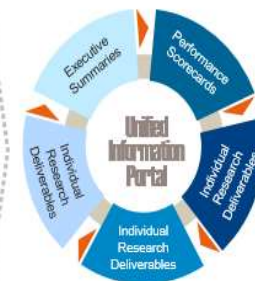
The Extended Power of Mystery Shopping

The extended power of Mystery Shopping is realized when connected and complimentary data streams are integrated with mystery shopping data. It's a cyclical benefit that can have positive repercussions across the enterprise and allow for stronger adherence to behavior improvement and change – through training, coaching and support.

Using Mystery Shopping insight to prove that systematic programs lead to improved NPS and VOC scores is a simple and strong leading indicator that managers and front-line staff will really “get”.

Furthermore, other data streams may indicate the need for changes and enhancements to the mystery shopping programs already deployed. There is nothing worse than a ‘stale’ mystery shopping program that only exists through inertia. Wait until your CFO finds out there is no ROI and you lose that potentially valuable program!

And, so, the cycle continues!



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