

What is the Mystery Shopper Technique?

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Mystery Shopping, as explained by DJS Research Ltd.

The mystery shopper technique is a method whereby a researcher assumes the role of a customer unbeknownst to the Customer Services staff. This gives the researcher a good idea of the experience of a customer in that particular establishment.

The data collected is often seen as freer from errors as it is first hand and does not rely on secondary accounts or self-reports. Also, the researcher is seeing what the staff actually do, not what they would choose to do, say they would do, or are supposed to do.

Clearly the ideas behind this kind of research are fundamental to all brands where customer service is the key - fast food outlets or airlines for instance. However, it is also used within the front offices and customer service sections of retail and hospitality industries, infact any operation where the customer service is a major part of the brand could use this technique and as such the system is being used more and more in the market research industry.

For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

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