

ABa's Top tips for developing a successful Mystery Customer programme...



Make sure that it works for the frontline

A tool to record colleagues doing the right things.
A mechanism of reward and recognition.



Open door policy

Share the assessment criteria and welcome questions or concerns through an email hotline.
Provide a human face to the Mystery Customer programme.



Regular drumbeat of information to a set schedule

Focus management activity around results days.
The more visits, the better the picture generated of that unit/team's performance.



Set some core objectives to govern the programme by

Review all requested programme changes against the core objectives to keep your programme on track with established, long term business needs.



Build in flexibility to meet developing business needs

Flexible questions that can be switched on and off – possibly reported outside of the main results.
Protect the value of historic comparisons.



Involvement and buy in across the business

Regular communication of results.
Sharing goals and objectives.



Provide context for results against competitors

Visited same time frame, same mystery customers, same mission
(excluding of course brand specific elements)



Maintain the mystery: realistic 'customers' behaving typically

Often programmes are corrupted through the introduction of mission driven behaviour requests, which makes the Mystery Customer stand out.



Understand the power offered through Mystery Shopping

Driver of desired behaviour and operational compliance – make sure what you measure is what is most important to customers.