

# Mystery Shopping: a far reaching relationship

A case study of one client's experience with ABa

2000

485 stores assessed

Our 16 year client relationship has, so far, delivered over **52,500** days of continuous in-store assessment

2016

1377 stores assessed

In this time we have...

spent **£2.1m+** in store

made **200k+** core visits to stores

assessed **5m+** questions

Since 2009 **12k+** bags of purchases donated to charitable causes

**79** ABa Assessors visit 1377 stores every **14** days

Driving employee engagement ...



**over 2.9m** page views per annum by frontline managers on the client reporting site. Reporting is tailored to all levels, from CEO to shop floor



**99 out of 100** Store Managers log in at least once a week & they all log in every fortnight. It provides a valuable tool to drive excellent customer service



**20,300+** emails have been sent between ABa and the frontline management team, helping them improve the customer experience

As well as the core programme, ABa has completed **130** ad hoc projects, covering **23** different key customer touch points and gathered competitor intelligence, helping our client shape and deliver service strategy.

We also help our client with ...



Online



Dining



Financial



Retail audits



Point of sale



Contact centres

In 2015, we have completed ...

**36,000+** assessments

**71,000+** service interactions

**13,800+** gold standard awards

**5,600+** perfect interactions

**35,000+** perfect experiences

ABa is one of the UK's leading providers of operationally focused, bespoke mystery shopping and customer experience tools. We help our clients gain clarity of vision and understanding of the customer experience. By working in partnership with our clients we help to cultivate and embed service excellence, making a real and tangible difference to our clients and their customers.