

srgb

**Mystery
Shopping**

Mystery Shopping

What Do Your Customers Experience?

SRGB is a specialist and pioneer in the mystery shopping market in Bangladesh. Since 1995 we have provided companies from all industries with the vital information about how to keep their company or brand promises.

With SRGB Mystery Shopping you will learn what your customers experience when they deal with your company, your employees and your products. We assess the purchase or advisory process and isolate the key drivers behind customer satisfaction and loyalty. In this way you will receive valuable information helping you to increase your business performance.

As a quality leader, we go further than any other mystery shopping company. Our specialists on market research, marketing consulting, personnel development and trainings make sure that your mystery shopping results will be followed by an implementation of the consequent and successful measures.

Process

The first step towards a mystery shopping program is the analysis of your needs with your contact person at SRGB, your personal SRGB Consultant. As soon as the aim of the project has been worked out and what you expect from the Mystery Shoppers has been defined, your SRGB Consultant and his team of experts will create an individual concept and questionnaire as basis for the mystery shopping program. While they are doing so they will be in permanent contact with you.

A project team runs and controls the Mystery Shopping Program of SRGB. They will start by selecting suitable mystery shoppers from a database of Mystery Shoppers developed by SRGB. The selected mystery shoppers will be briefed and trained.

After this, the experienced SRGB Field Team will start taking action which they will do unannounced, inconspicuously and of course anonymously. For the employees of your company these well aimed mystery shops will be a normal customer contact. For SRGB specialist team they represent a systematic analysis of your company from a customer's point of view.

Even at this early stage the SRGB quality control system is at work. The automatic and manual controlling instruments of this system will ensure a quick processing of your data as well as data validity during all further stages of the project.

After the mystery shop has taken place, all Mystery Shoppers will fill in the questionnaires and will send them directly to SRGB office at Dhaka. Here the Mystery Shoppers data will be processed quickly and securely - with the company developed special IT Solution.

Within a short period of time you will receive an analysis of the mystery shops on a CD-ROM or in hard copy. During the entire project your personal SRGB Consultant will be available for you at any time. Together with your SRGB Consultant you will communicate about the results and if it should prove necessary, you will plan measures which ensure a dynamic transfer of the findings towards your employees.

Pool of Mystery Shoppers

There are many criteria for the choice of the suitable mystery shopper. At least three characteristics hold true for every mystery shopper: **Confidentiality, reliability and responsibility**. The selected mystery shoppers will represent the target group of customers important for your company. From over 800 mystery shoppers forming SRGB's field team, SRGB will securely select the team suitable for the requirements of your company: normal customers, highly trained customers and

experts for special SRGB Mystery Shopping Products. If you like, you can meet your mystery shoppers personally before the actual mystery shop - for example at a mystery shoppers training.

The training of the field team plays a predominant role within the SRGB concept. Ranging from written and telephone briefings up to high profile face to face schooling all the objectives you and your SRGB Consultant have defined together will be respected.

According to SRGB's philosophy a control and assessment of the mystery shoppers' performance is not enough. Many years ago SRGB developed a management system which allows to assess every single action of a mystery shopper on the basis of its database. This system gives a permanent overview revealing the individual performance of every single field team member and consequently gives valuable impulses for the control as well as the training of the team.

Team of Experts

To be able to supply effective results focusing on the aim of the project, Mystery Shopping as a tool of market research depends a great deal on professionalism. SRGB has experts with years of experience who are able to guarantee security, service and quality at its disposal.

Your direct contact partner at SRGB is your personal Consultant who will be available to answer your questions at any time. Together with a team of specialists he is responsible for the project and will advise you as soon as you decide to take practical steps as a consequence of the mystery shopping results.

SRGB guarantees for an optimal data acquisition and analysis. That is why your personal Consultant is in close cooperation with the following teams:

Project Management Research

They develop the project design and are the operative leaders. Furthermore they prepare the briefing documents and are responsible for the training of the mystery shoppers.

Field Managers

They can be entrusted to recruit the suitable Mystery Shoppers for your project from SRGB's Mystery Shoppers' database, and they control the Mystery Shopping operation.

Quality Assurance

They monitor the complete mystery shop with the help of a multi-level quality assurance system. These experts control the mystery shoppers, the data acquisition process as well as the compilation of the appraisal.

Reporting

According to your preferences, this team prepares the presentation of your results. Ranging from a mere presentation of raw data to an elaborated presentation with recommended courses of action everything is possible. You can decide on the depth, the comprehensiveness and the display format of the appraisal.

Reporting

As soon as the field team is working out the first results, you will get the analysis data flexibly and safely by e-mail. After the end of your Mystery Shopping project you will receive summarizing evaluation of results. This kind of reporting is adjusted to your aim and the requirements of your employees.

You can decide on the comprehensiveness of your SRGB appraisal: Whether you are satisfied with the raw data or wish a comprehensive presentation of results and consecutive action recommendations, SRGB will work out the optimal reporting either in paper form or on a CD-ROM. With SRGB your data is in the best hands, as the acquisition and evaluation of data takes place according to the highest security standards. You can get a transparent overview over all the processes at any time.

SRGB adjusts the reporting according to your wishes to the different user levels of a Mystery Shopping project:

- ✚ Appraisals for the branch levels
- ✚ Appraisal for middle and regional managers
- ✚ Top management report
- ✚ Special appraisals

On your request SRGB will help you to communicate the results in your office and will work out a comprehensive presentation with suggested actions and plans of implementation. On top of this SRGB will integrate the store check results into your management information systems.

Checking Products

Mystery shopping does not equal mystery shopping. Depending on which area of business, which department of a company or which kind of service the mystery shoppers are testing, a certain check design is required. This check design determines the factors which have to be tested and the means used in doing so. Whatever objectives or expectations you might have, SRGB has the suitable solution ready for you.

The choice of SRGB checks covers a wide range of services supporting you for example in the areas of sales, personnel development, marketing, revision/controlling and customer relationship management (CRM). For every kind of check SRGB has experienced and competent mystery shoppers at its service who operate in a reputable and an unsuspecting way.

Classic Checks

When they are doing a classic check, the mystery shoppers measure the hard and soft factors at the sales point (POS). They check the external view, the condition of the premises, the display of products, the sales personnel, the quality of advice and service as well as the checkout.

Quality and Service Checks

The Quality and Service Checks measure the soft factors at the point of sale such as quality of advice and service at the POS. SRGB has developed different test forms:

- ✚ The Sales and Service Check: The mystery shoppers check the service and sales quality for retailers and service providing companies.
- ✚ The Mystery Dining: Guests will test the standards of service in the gastronomy
- ✚ The Industry check: This tool has been developed especially for industrial ventures. Mystery shoppers will check the sales politics of your trading partners and whether they come up to your sales standards.

Feedback Checks

The feedback checks also investigate the soft factors at the POS. This check design supports your company in steering your sales team and in making them aware of a customer's point of view as well as of his or her wishes and expectations. On top of this, the Feedback Checks analyze your employees' potentials in customer contact and motivate your sales personnel. The success of your training activities and the acceptance of your standards are checked for the personnel development and it will be evaluated whether or not your employees need further training or coaching. The following forms of Feedback Checks are offered by SRGB:

- ✚ Check & Response: First of all Check and Response experts act as mystery shoppers. In a following meeting they give you professional feedback.
- ✚ Check & Coach: After a mystery shop performed by mystery shoppers, your employees will take part in a coaching session run by highly qualified SRGB sales trainers with a profound knowledge in education and didactics.

Checkout Checks

These tests are most interesting for your Revision and Controlling Departments. The Mystery Shoppers test the proceedings at the checkout and whether or not the company standards are fulfilled.

SRGB has two kinds of Checkout Checks on offer:

- ✚ Basic Checkout Check: Mystery Shoppers measure the security standards and the orders for payment.
- ✚ Premium Checkout Check: Specialized SRGB testers will steal a product from your assortment in order to test the standard of control at the checkout or your employees' attention.

Promotion Checks

The Promotion Checks focus on the hard factors at the POS. Evaluations of the outside view or the conditions of the premises are covered by this type of check. Promotion Checks are of special interest for your marketing department. Next to other factors, the success of marketing projects is checked or whether or not your standards are fulfilled. SRGB distinguishes between two kinds of Promotion Checks:

- ✚ Promotion Checks: Mystery shoppers measure your promotion activities such as the presence and visibility of advertising media, the employees' friendliness or what the stands look like.
- ✚ Merchandising Checks: Mystery shoppers investigate your advertising displays in order to see if the company's guidelines have been followed and annuals respected.

Mystery Calling

Mystery shoppers test service hotlines, order hotlines, help lines and the general sales power of your Call Centre.

Mystery E-Shopping

Mystery E-Shopping is of special interest for companies selling their product in the World Wide Web. Mystery shoppers measure the hard and soft factors of E-Commerce.

Customer Relationship (CR) Checks

The CR Checks aim on the long term process of Customer Relationship Management. CRMs are long term programs intending to enhance your customers' loyalty and can be seen as a sensible and well aimed addition to Customer Complaints Management. Possible CRM measures are customer cards or customer clubs. In the context of a CR Check, SRGB experts provide a long term analysis of the CRM-Process and gauge the customer response, the success of customer cards and the like.

Mystery Shopping Premium Plus Package

If you want to achieve a continual increase of your employees' performance, ask SRGB to select a suitable offer from the comprehensive catalogue of measures. The SRGB "Carefree Package" plans an increase of your company's performance by means of the following steps:

- ✚ Target definition
- ✚ Kick off workshop with your employees
- ✚ A first Mystery Shop
- ✚ Presentation of results
- ✚ Workshop defining suitable measures in cooperation with your employees
- ✚ Realization of these measures by SRGB as well as your company
- ✚ Assessment of success by means of another Mystery Shops

Follow-ups

Your mystery shopping data has arrived – and what comes next? Most companies believe mystery shopping ends here. To us, this is just the beginning.

SRGB goes further than any others mystery shopping company to support our clients to realize their full business potential. SRGB has years of experience to analyze mystery shopping data and to help our clients activate their slumbering potentials and optimize their performance. Our experts from the marketing, consulting and research departments develop innovative solutions so that you can make use of your results at a maximum of benefit. We provide our clients with customer satisfaction measurement, motivation and award programs as well as sales competitions to name just a few of our successful services.

For more than 10 years, SRGB has successfully supported its clients in planning and carrying out follow up measures on the basis of Mystery Shopping data. Integral measures guarantee an especially positive as well as lasting change in the behavior of your employees and improve the success with the customer.

If you want to swear your employees to your aims, to increase their awareness or to qualify them, our personnel developers and trainers will support you. Our staff of trainers comprises about 45 employees, experts on different industries and tasks.

We are looking forward to supporting you effectively in activating your full business potential. Use SRGB as a bridge to your success.

You will find further information on the different SRGB services at our web site: www.srgb.org

For detailed inquiries please feel free to contact:



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