

# WRLA Mystery Shopper Program

Are you doing everything possible to ensure your customers are having a pleasant shopping experience at your store? You may think you know your customer and that they will tell you if a problem exists, but statistics show that only 1 out of every 10 customers voice an opinion. Remember, good news travels fast, bad news travels faster. If you have a dissatisfied customer, you may never know and they could start spreading the word.

Ask yourself:

- \* Would I return if I was a customer?
- \* Would I tell others about the customer service?
- \* Would I walk away feeling it was a pleasure doing business with your company?

The WRLA has partnered with one of the leading appraisal firms in Canada to conduct the Mystery Shop. They use professional shoppers who know what to look for and what to ask. They will conduct an honest and fair evaluation of your business.

The Mystery Shopper Program will provide you with the following:

- \* An objective view of your business
- \* A detailed report card including exterior and interior appearance, customer, and cashier service.
- \* An opportunity to focus on your training.
- \* Ways to increase customer satisfaction, sales and profits.
- \* Each store will be shopped a minimum of two shops to allow for an honest assessment of your business.

We cannot guarantee all locations will receive a shop. Some remote locations may be cost prohibitive. However, we will do our best to meet all requests.



## Registration Form

**Member Price: \$99 + GST per shop**

- ☐ I would like to be shopped 2 times per year - Spring & Fall.
- ☐ I would like to be shopped 4 times per year - once a quarter.

Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Contact: \_\_\_\_\_

Email: \_\_\_\_\_



**Fax registration to the WRLA office at 204-947-5195 or  
call Susan for more details at 204-953-1690 or 800-661-0253 x 0.**