

The Mystery Shopper Program

Don't be fooled! 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. And remember, good news travels fast, bad news travels faster. If you have an unsatisfied customer, you may never know and they could start spreading the word.

The Mystery Shopper Program can best be described by asking yourself these three questions:

1. Would I return if I was a customer?
2. Would I tell others about your service?
3. Would I walk away feeling it was a pleasure doing business with your company?

The Mystery Shopper Program will look at:

- cleanliness and general appearance of store
- displays well-stocked and well-signed
- were they approached by a sales associate
- appearance of sales staff
- degree of product knowledge shown by staff
- knowledge of competition
- was checkout associate friendly and courteous

The Mystery Shopper Program will provide you with:

- an objective view of your business
- a detailed report card (see attached)
- an opportunity to focus your training and/or housekeeping in specific areas
- ways to increase customer satisfaction, sales, and profits

Here's how it works. We are 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, what to ask, and who will conduct an honest and fair evaluation of your business. Each store will be shopped twice a year to allow for a more honest assessment of your business.

If you are interested in participating in **The Mystery Shopper Program**, sign this form and fax it to the WRLA Office at 204-947-5195 or email wrla@wrla.org **The member cost is only \$90.00 plus GST per shop.** 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.

If you have any questions, contact Susan Labossiere at 1-800-661-0253 ext. 0. We look forward to hearing from you.



Yes, I am interested in the Mystery Shopper program.

Twice a year

Four time a year

Main Contact: _____

Company: _____

Address: _____

City: _____ Prov: _____ PC: _____