

Why Mystery Shop?

Every interaction between your organization and your customers makes an impact on the customer’s perception of your brand. Customer Value Partners (CVP) develops Mystery Shop programs that are designed to provide clients with a “Voice of Customer” perspective on processes, policies, and procedures through customer simulated interactions. Mystery Shop programs are integrated into an organization’s quality strategy and customer experience initiatives. Most importantly, Mystery Shop programs enable you to see your business through the eyes of your customers.

Mystery Shop Methodology

CVP’s Mystery Shop methodology uses a proven framework that is then tailored to an organization’s specific needs. Solutions can support multiple channels.



MYSTERY SHOP OPTIONS		
Channels	CVP Approach	Impact
Phone	Develop and rotate real life customer scenario scripts to experience customers’ interactions by phone	Identifies CSR training gaps; pinpoints processes or knowledge breakdowns and determines high impact focus areas that have a direct link to customer experience
IVR	Make live calls into the IVR to review the entire call process and accuracy of menu prompts	Detects any issues with the IVR and transfers to CSRs; ensures the prompts and mapping are accurate
E-mail	Create realistic customer inquiries that are then submitted to the e-mail queue using an alias e-mail address	Analyzes the timeliness, accuracy and content of e-mail transactions to identify gaps and recommend solutions on performance improvement areas for the CSRs
Web chat	Engage with a live CSR on the web and simulate a real life customer experience by asking predefined questions that will test particular skill sets	Monitor s the quality of the entire Web chat process; determine if responses are timely, appropriate and satisfy the customers’ need
Written Correspondence	Craft written correspondence scenarios that are submitted using the same procedure that a customer would use	Provides insight into the timeliness, accuracy, clarity and mechanics of written correspondence responses
Print Fulfillment	Place real orders for various mail order publications	Offers visibility into accuracy rates (did the correct publication arrive?) and timeliness of delivery
E-commerce	Simulate live sales transactions online	Detects site flaws, uncovers why customers abandon transactions and what features and functions, if refined/added, could positively impact the customers experience
Retail Transactions	Use state of the art technology (i.e. voice recording) to monitor and capture live transactions with customers	Provides the opportunity to take immediate action on employee behavior, whether that be timely redirect or praise

The CVP Difference

CVP understands that solutions to every day customer challenges have to be customized and produce timely results. Our clients value our holistic approach when creating Mystery Shop programs.

Customer Value Partners leverages its unique experience in various CEM programs to continuously bring a fresh perspective and best practice to its clients' programs by providing business case justification, planning, requirement development, testing, and program quality and support delivery.

The goal is not just to make improvements, but to ensure that the improvements are targeted at critical quality issues - as seen by the customer – and are linked to increasing customer satisfaction (CSAT) and lifetime value.

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