

# 10 Tips for Launching a Successful Mystery Shopping Program

Mystery shopping is a powerful tool for businesses that want to improve customer service and gain insights into their customer experience. It can be a game-changer... but how do you launch a successful mystery shopping program?

**Here are 10 tips we have curated to ensure you get the most out of mystery shopping:**

## **Tip #1: Don't make it a secret! Get your team on board.**

Mystery shopping should not be a secret! We strongly recommend that you inform your employees about your mystery shopping initiative and explain why it is important. This will demonstrate to your teams how much you value service excellence, and that the customer experience is at the heart of your entire business.

Transparency builds trust and encourages employees to perform their best because they know they are part of something designed to improve the business. Plus, when your team knows that anyone, they encounter can be a mystery shopper, they tend to up their game when facing customers.



## **Tip #2: Keep it simple! Identify metrics to measure what matters most.**

The simpler the mystery shop evaluation is, the higher the accuracy and value of the insights you gather will be. Mystery shoppers are humans. When we ask mystery shoppers to evaluate too many elements during a mystery shop, it can lead to missed details. Humans can always remember how employees made them feel. However, too many observations may lead to inaccuracies.

Additionally, by focusing on key customer experience metrics, you ensure employees are evaluated on the most impactful areas and you get feedback on what matters most to improve your business.

### **Contact us:**

[solutions@premierservice.ca](mailto:solutions@premierservice.ca)

1-800-452-5150

[www.premierservice.ca](http://www.premierservice.ca)

### **Tip #3: Get everyone involved! Share the mystery shopping survey.**

Before you launch your mystery shopping program, we will collaborate closely with you to build the perfect mystery shopping survey. We will leverage our 30+ years of experience to guide you and share our best practices. Once the survey is ready, we encourage you to share it with your team. This will let employees know how they will be evaluated. You can also gather ongoing feedback—last-minute changes are always welcome, and we can make adjustments on the fly.



### **Tip #4: Keep it positive!**

Mystery shopping should never feel like "Big Brother" is watching. Instead, frame it as a tool for growth and improvement. Celebrate successes, highlight what is going well, and use the data to reward top performers rather than focusing solely on mistakes.

You might even want to incorporate mystery shopping into a reward program, offering individual or team-based incentives for excellent performance. When framed as a positive tool, mystery shopping becomes an opportunity for everyone to thrive and feel motivated.

### **Tip #5: Spread the word! Share insights with your team.**

Once the mystery shops are completed, it is time to share the insights where they matter most. We can set up distribution lists based on national, regional, district, or even store levels, ensuring each stakeholder gets the data they need.

Whether you prefer to send individual reports via email or discuss findings in team meetings, keep everyone informed and engaged. Timely, organized result-sharing helps maintain focus and drives action at every level of your organization.

### **Tip #6: Make it count! Turn mystery shop results into action plans.**

Launching a mystery shopping program is just the start—what matters is how you use the results. Indeed, launching a mystery shopping program without following up on the results renders it less effective. Create clear action plans with your team to address areas of opportunity and improve performance.

#### **Contact us:**

[solutions@premierservice.ca](mailto:solutions@premierservice.ca)

1-800-452-5150

[www.premierservice.ca](http://www.premierservice.ca)

## Tip #7: Get the full picture! Leverage technology for reports and analytics.

Maximize your mystery shopping program with our powerful technology. With features like customizable dashboards, real-time reporting, and advanced analytics, you will have instant access to performance data across all locations. Generate downloadable reports, track trends, and dive deep into key metrics. Our technology gives you a comprehensive view of your performance so you can make data-driven decisions—from any device.

All our mystery shopping programs include full access to our advanced technology, with no limit on the number of users. Whether it is your local manager or a member of the national executive team, everyone can access real-time reports and analytics—at no extra cost.



## Tip #8: Consistency is key! Choose the right frequency for your program.

The frequency of mystery shopping depends on your business needs, goals, and industry. While some companies prefer weekly, monthly or quarterly evaluations, others may opt for semi-annual reviews to track broader trends. We also offer “blitz” mystery shopping programs. These are one-time evaluations, which can be ideal for testing specific initiatives such as a new training program.

We recommend ongoing programs to make mystery shopping part of your long-term strategy. These programs allow you to monitor performance, identify opportunities, and see improvements over time. Our team can help you select the right frequency for optimal results.

## Tip #9: See how you stack up! Benchmark against the competition.

Mystery shopping isn't just about evaluating your own business—it is a valuable tool for measuring how you perform against competitors. By comparing your results with mystery shops completed at their location, you can uncover opportunities to stand out and pinpoint areas for improvement. This competitive edge allows you to stay ahead of the game.

### Contact us:

[solutions@premierservice.ca](mailto:solutions@premierservice.ca)  
1-800-452-5150  
[www.premierservice.ca](http://www.premierservice.ca)

## Tip #10: Keep it fresh! Review regularly for ongoing success.

Make it a priority to review your mystery shopping program regularly. These check-ins ensure that your program stays aligned with your evolving business goals and that any new objectives are reflected in the evaluation process.

Regular reviews help you stay ahead of changes in operations, fine-tune your strategy, and make sure your mystery shopping program continues to deliver the insights that matter most.

As your business grows and evolves, so should your mystery shopping program.



---

Launching a successful mystery shopping program can be a game-changer for your business, driving improvements in customer service, team performance, and overall operations.

With our 10 tips, you will be well-equipped to harness the full potential of mystery shopping when launching your new program.

**Are you ready to launch your mystery shopping program?**

**Partner with Premier Service today to get started.**



Email us at [solutions@premierservice.ca](mailto:solutions@premierservice.ca).

### Contact us:

[solutions@premierservice.ca](mailto:solutions@premierservice.ca)

1-800-452-5150

[www.premierservice.ca](http://www.premierservice.ca)

 PremierService

© 2024