

# How Much Does Mystery Shopping Cost?

## Our Transparent Approach to Program Pricing

A variety of factors can influence the complexity—and ultimately the cost—of your mystery shopping project. To help you better understand these factors, we have created the **7S Program Complexity Grid**. Our structured approach outlines the dimensions that affect how your mystery shopping program is priced.

From the type of shops and locations to the intricacies of scheduling and reporting, the **7S** provides insight into what influences your program's cost. We hope this document will help you gain a clearer picture of how different variables can impact your program's scope and cost. Ultimately, this will help ensure your mystery shopping program aligns with your budget.

This guide will walk you through each dimension, offering a transparent view of what to consider as you plan your mystery shopping initiative. Of course, our team is here to assist you every step of the way, helping you design a program that fits your needs and budget.

## 7S Program Complexity Grid

| Dimension     | Explanation  |
|---------------|--|
| <b>SECTOR</b> | <b>What is your industry?</b><br>The industry in which your mystery shopping program takes place plays a role in determining the complexity and cost. Are you evaluating everyday retail environments, where customer interactions are straightforward? Or are you entering more specialized fields like high-net-worth banking or industrial sectors, where a specific mystery shopper profile is required? |
| <b>STORES</b> | <b>Where are the stores located?</b><br>The geographical location of the stores in your mystery shopping program is a key factor. Are the stores concentrated in major urban centers where high foot traffic and multiple locations are close together? Or are they scattered across smaller towns, requiring more travel time and mileage?  |

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| Dimension          | Explanation   |
|--------------------|---|
| <b>SHOPS</b>       | <p><b>What are the requirements for the shop?</b></p> <p>Will shoppers simply enter the store, ask a quick question, and leave? Or do the shops require interactions across multiple departments, the purchase of high-value items, or other specific tasks? The level of work required for each shop affects the time, shopper expertise, and effort needed, ultimately influencing the complexity and cost of the program.</p>                                      |
| <b>SHOPPERS</b>    | <p><b>What are the shopper demographics and selection requirements?</b></p> <p>Can the visits be performed by anyone, regardless of gender or age? Or do you need a highly specific profile, like male ice hockey players aged 16-25 who must visit with a female partner, who has not shopped at the location in the past six months? The more specific the shopper demographic and rotation requirements, the more costly it will be to find the right shopper.</p> |
| <b>SURVEY</b>      | <p><b>How complex and detailed is the survey form?</b></p> <p>The more intricate the survey, the more time and effort it takes for shoppers to complete it accurately. As such, the length and complexity of the survey is a factor in shaping your mystery shopping program. Is the survey a simple four-question Yes/No format? Or does it have a high number of questions, complex scoring systems and long detailed narratives?</p>                               |
| <b>SCHEDULING</b>  | <p><b>What are the scheduling requirements for this shop?</b></p> <p>The flexibility—or rigidity—of scheduling impacts how easily shops can be assigned and completed, which ultimately impacts cost. Can the visits be conducted at any time, from early morning to late at night? Or are the shoppers restricted to visit your store during a narrow time window, such as a three-day period, on short notice, between 6 PM and 9 PM?</p>                           |
| <b>SUBMISSIONS</b> | <p><b>What are your reporting requirements?</b></p> <p>All our mystery shopping programs include free access to our online portal, where you can view and manage your results in real time. And there is no limit on the number of users: everyone can tap into real-time reports and analytics—at no extra cost. If you require custom reporting or highly specific formats, there may be additional costs involved.</p>   |

Now that you understand the **7S Program Complexity Grid**, you are probably interested in moving forward. So, what happens next?

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## Ready to launch? Here's what happens next.

The launch phase of your mystery shopping program is critical to its success, and it involves several detailed steps to ensure flawless execution. The table below covers 10 essential activities, designed to tailor the program to your needs and set the foundation for accurate and insightful results.

### 10 Steps to Launch Your Program

| Step                      | Explanation  |
|---------------------------|--|
| <b>SURVEY DESIGN</b>      | We will work closely with you to design a survey that perfectly matches your requirements, ensuring that we capture the most relevant data.            |
| <b>PRE-LAUNCH PREP</b>    | Our team will define the shopper journey, anticipate potential issues, and meticulously plan the execution to prevent any last-minute surprises.       |
| <b>SETUP</b>              | You are integrated into our system as a client, which gives you access to our customizable dashboards, real-time reporting, and advanced analytics.    |
| <b>SHOPPER GUIDELINES</b> | We create clear and detailed shopper guidelines to ensure all mystery shoppers follow your program's specific requirements.                            |
| <b>SURVEY PROGRAMMING</b> | The survey is programmed into our system. We use advanced settings, such as skips and triggers logic and advanced scoring, to make it the best tool.   |
| <b>CERTIFICATION</b>      | We develop a certification process to ensure that our mystery shoppers are trained and fully prepared for their assignments.                           |
| <b>TESTING</b>            | We test the survey and guidelines to identify any issues before the launch. Depending on your program's complexity, we may also conduct a "test shop." |
| <b>TEAM LAUNCH</b>        | We brief our schedulers and validators to ensure everyone understands the program's requirements and expectations.                                     |
| <b>POST-LAUNCH QA</b>     | Our team conducts thorough quality checks to make adjustments as necessary and ensure smooth operation. Your input is also valued!                     |

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## We'll guide you every step of the way.

First, you will be assigned a Launch Leader, who will serve as your dedicated point of contact throughout the launch process. When done right, this thorough launch sets the stage for clean execution and smooth fieldwork, minimizing issues down the line. Rushing through this phase can lead to costly errors, such as invalid missions or missed insights. With the support of your Launch Leader, you will have the confidence that your program is set for flawless execution.

Then, during your mystery shopping program execution, our Client Success team will be by your side to ensure everything runs smoothly and meets your expectations. We will monitor progress, address any issues that arise, and provide ongoing support to make sure the program delivers the results you are looking for.

**From start to finish, our team is committed to helping you get the most value out of your mystery shopping initiative.**

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## Ready to get started?

**Let's bring your mystery shopping program to life.**

With a deep understanding of the factors that shape your program's complexity and the steps we take to ensure a flawless launch; you are now in the perfect position to move forward.

Whether you are ready to begin or just have more questions, our team is here to help you.

Contact us today, and together, we will design a mystery shopping program that fits your budget, meets your goals, and delivers valuable insights.



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