

# Top 5 Reports for Multi-Location Businesses

## Using Mystery Shopping Data to Drive Success Across Your Network

For decision-makers overseeing multiple locations in industries such as restaurants, retail, and gas, having a pulse on operations is crucial. Mystery shopping provides the data needed to enhance customer service and ensure that each location adheres to the high standards your brand promises.

But data alone is not enough; comprehensive reporting is key to making sense of this information and translating it into actionable strategies.

**Here are the top 5 reports for leveraging mystery shopping data in multi-location businesses:**

### Report #1: Performance by Question

This report allows you to view the performance of all your locations aggregated by individual questions over time. Color-coded results help you spot trends and identify areas needing immediate attention. This visual cue highlights top-performing areas alongside those requiring attention.

Enhanced with robust filtering options, this tool allows for detailed reviews by specific regions or districts, making it versatile for regional and district managers. It also includes a feature that spotlights questions which negatively impact overall scores, allowing for quick decision-making.

PERFORMANCE BY QUESTION					
SECTIONS/QUESTIONS	CURRENT WAVE 04 #2	WAVE 04 #1	WAVE 03 #2	WAVE 03 #1	OVERALL
<b>EXTERIOR ASSESSMENT</b>	100.0%	100.0%	100.0%	100.0%	100.0%
Was the parking lot clean and in good condition?	1 / 1	1 / 1	1 / 1	2 / 2	100.0%
Was the landscaping clean and in good condition?	1 / 1	1 / 1	2 / 2	2 / 2	100.0%
<b>INTERIOR ASSESSMENT</b>	50.0%	100.0%	50.0%	100.0%	75.0%
⚠ Was the store interior clean and uncluttered?	0 / 1	1 / 1	1 / 2	2 / 2	66.7%
Were all windows and doors clean?	1 / 1	1 / 1	1 / 2	2 / 2	83.3%
<b>PERSONNEL ASSESSMENT</b>	100.0%	50.0%	100.0%	75.0%	83.3%
Were all observed personnel wearing uniform and a nametag?	1 / 1	1 / 1	2 / 2	2 / 2	100.0%
Did the employee offer a friendly greeting?	1 / 1	0 / 1	2 / 2	1 / 2	66.7%
<b>UPSELL</b>	100.0%	100.0%	100.0%	100.0%	100.0%
Were you offered any additional items?	1 / 1	1 / 1	2 / 2	2 / 2	100.0%
<b>SUBJECTIVE</b>	100.0%	100.0%	100.0%	100.0%	100.0%
Would you visit again and recommend this store to a friend?	1 / 1	1 / 1	2 / 2	2 / 2	100.0%
<b>TOTAL</b>	87.5%	87.5%	86.7%	93.8%	89.4%

⚠ The red exclamation icon denotes those questions that most negatively impact your overall score.

### Report #2: Survey Scores Across Locations

This report allows you to see at a glance how different locations compare with each other. Presented in a clear, matrix-style format with colour coding to emphasize the highest and lowest scores, it allows for easy comparison and benchmarking. By filtering results by specific periods and breaking them down by business units, you can swiftly identify where to focus your improvement efforts.

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### Report #3: Rank by Location with Sections

Get detailed insights into how individual locations perform in different sections of your mystery shopping survey. Each section within your mystery shopping survey usually represents a critical interaction that significantly impacts customer experience, such as greeting, needs identification, or product presentation. By pinpointing these key moments, the report enables managers to target improvements that will most influence the customer experience.

Plus, this report ranks locations, helping you pinpoint which ones excel and which ones need targeted improvements.

Total	Crit		Greeting	Customer Service	Store Interaction	Loyalty Program	Purchase	Overall Experience
100.0%	1	100.0%	100.0	100.0	100.0	100.0	100.0	
85.0%	2	95.0%		90.0				100.0
90.0%	1	90.0%	100.0		100.0	50.0	100.0	
85.7%	1	85.7%	50.0		100.0	100.0	88.9	
85.7%	1	85.7%	50.0		100.0	100.0	88.9	
85.7%	1	85.7%	50.0		100.0	100.0	88.9	
80.0%	1	80.0%	50.0		100.0	50.0	100.0	
75.2%	1	76.2%	50.0		100.0	50.0	88.9	
75.0%	1	75.0%		70.0				80.0
66.7%	1	66.7%	50.0		100.0	0.0	88.9	
65.0%	1	65.0%	50.0		100.0	0.0	87.5	
65.0%	1	65.0%		50.0				80.0
60.0%	1	60.0%	0.0		100.0	0.0	100.0	
60.0%	1	60.0%		50.0				80.0
57.9%	1	57.9%	0.0		100.0	0.0	100.0	
50.0%	2	10.0%		50.0				50.0
70.3%	18		50.0	51.4	100.0	85.0	83.6	86.7

### Report #4: Trend by Business Unit

This report tracks performance trends over time by business unit, aiding in comparative analysis across different regions or types of operation. It is particularly useful for ensuring consistent performance across diverse business units under your brand’s umbrella. This report offers top-level management a high-level view of the business and serves as an essential tool for executives looking to understand overarching trends and performance metrics across different regions.

### Report #5: Verbatim Analysis

This Verbatim Analysis report provides a complete analysis of comments from mystery shoppers, consolidating all narratives into a convenient list for review. It eliminates the need to sift through individual shop reports, streamlining the process of gathering qualitative feedback.

Each comment is presented alongside quantitative data, depicted in pie charts and trend bar graphs based on the answer options selected by shoppers. This dual-view format not only simplifies the interpretation of textual feedback but also integrates quantitative insights, offering a holistic understanding of shopper experiences.

This approach enables decision-makers to quickly grasp the narrative behind the numbers, making it easier to identify common themes, praises, or recurring issues.



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Equipped with these top reports, you can harness the full power of mystery shopping data to refine your operations, enhance customer satisfaction, and ultimately drive your business forward.

These reports are part of the Premier Service reporting platform, which is designed to meet the demands of dynamic business environments. It provides you with the insights needed to make informed decisions swiftly and efficiently.

### Here are some additional benefits of our reporting platform:

- **Accessibility on any device:** Whether you are in the office or on the go, access your data from a mobile, computer, or tablet. It allows you to make decisions no matter where you are.
- **Live results:** Our platform updates reports in real-time as new mystery shop data comes in, allowing decision-makers to work with the most current information.
- **User-friendly interface:** Navigate through the platform with ease. Our user experience is designed to be intuitive, featuring easy filtering options for extracting specific results, score-based colour coding for a quick assessment, and simple PDF download capabilities.
- **Customizable dashboards:** Tailor your dashboard to focus on the KPIs that matter most to you. This customization enables you to keep a finger on the pulse of your business's most crucial metrics, streamlining your monitoring and analysis processes.
- **Drill-down analytics:** Utilize our drill-down features to navigate results according to your business hierarchy. This targeted analysis helps you understand performance at every level of your organization, from overall trends down to specific operational details.
- **Unlimited user access:** Anyone in your organization who needs access to the mystery shop reports can obtain them! Information is readily available to all relevant parties.

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**Ready to see mystery shopping data and reporting in action?**

**Schedule a free live demo and experience how our reporting platform can help you improve customer satisfaction across all your locations.**



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

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