

Mystery Shopping



Overview

Today's customer is more demanding than ever before. What he or she needs has to be top-of-the-line, best-in-class and it needs to be consistent. Old concepts of brand loyalty no longer apply.

What this means is that the process of [Customer Experience Management \(CXM\)](#) has become critical to customer retention and loyalty. CXM is the management of all physical and digital touchpoints with customers to ensure consistent personalized experiences, experiences that drive brand loyalty throughout the customer journey. For large businesses with multiple locations, this can be a daunting task.

This is where a [Mystery Shopping](#) solution comes in. It is a proven technique commonly used by retailers, market researchers and

consumer watchdogs to measure the quality of customer service and to collect information about products and service delivery against your own specific standards and expectations.

Our Mystery Shopping solution entails sending people, also known as secret shoppers, to sales locations such as showrooms, stores, and hotels to conduct sales transactions. This aids in measuring the overall quality of the customer experience and improving the customer journey based on the results by tracking metrics like Net Promoter Score (NPS). The mystery shopping solution can assist you in ensuring that all policies are followed consistently across all of your locations, resulting in a consistent customer experience.

Our Approach

- We consider your CX objectives and use an optimised approach to achieve improvement through custom measurement solutions.
- Using our trained evaluator panel, we deliver physical and digital measurement requirements in multiple markets around the world.
- We create reporting dashboards to communicate performance and priorities that lead to better customer experiences
- We track actionable outcomes to maximize programme benefits and ROI for our clients
- We conduct in-depth analyses of results and data to uncover insights and opportunities for further improvement

Our Offerings

- Program Consultation & Design
- Program creation & Delivery
- Data Capture & Action Tracking
- Analytics & Reporting

Business Benefits

- Increase Sales
- Improve service performance
- Improve customer retention
- Identify and resolve issues in your customer journey

Why Us

- We offer omnichannel CX measurement services including [Voice of the Customer \(VoC\)](#) surveys, [Brand and Compliance Audits](#), [employee engagement](#) among others to complement our Mystery Shopping services
- Our KODOhub application monitors activity and captures data directly from our auditors
- We use our Analytics & Reporting platform to communicate results, track performance and facilitate enquiries
- We have powerful localization tools to manage 'glocal' needs
- Our KODO-CX app delivers mobile reporting requirements to your territory managers

500+

Mystery
Shopping
Customers



Success Stories

Fuel Retail | Oil & Gas

Customer: Global energy and petrochemical conglomerate with over 80,000 employees

Engagement duration:

16+ years

Location Coverage:

40,000 sites across 70 markets

Our Solutions:

Mystery shopping

Brand Audits

Voice of Customer

Employee Engagement

Reporting & Analytics

Quick Service Restaurant

Customer: World's leading 65 years old food service brand with more than 36,000 restaurants globally

Engagement duration:

22+ years

Location Coverage:

30 countries

Our Solutions:

Mystery shopping

Brand Audits

Voice of Customer

Employee Engagement

Reporting & Analytics

Retail

Customer: One of the world's major sports footwear and apparel manufacturer and retailer

Engagement duration:

6+ years

Location Coverage:

19 countries

Our Solutions:

Mystery shopping



About Sonata GBW

Sonata GBW is an ISO 9001 certified leader in customer experience (CX) management solutions. Our expertise lies in our ability to deliver bespoke and highly complex continuous measurement programs on the KODO-AI Powered Customer Experience (CX) platform to make a difference from the front-line team to the entire organization.



27 Years of Experience



480,000+ Assessors



24/7 Operation



ISO 9001



105+ Countries



<https://gbw.solutions/>

Copyright © 2022. Sonata GBW. All rights reserved.