



Shadow Shopper
Customer Experience Experts

Shadow Shopping

Measure how every location
delivers on your brand promise



Shadow Shopper Facts

- 20,000 certified shoppers throughout Australia
- Best practices based on statistical analysis
- Over 13 years' experience in almost every customer-facing industry
- Highest standards for shopper performance, data collection and reporting
- Online reporting available next business day
- Interactive data visualization and business imaging tools
- Analysis of mystery shopping results, recommendations for improvement
- Comparative benchmarking, competitive analysis and customer loyalty measurement

IN EVERY INDUSTRY – RETAIL, HOSPITALITY, RESTAURANT / QSR, FINANCE, SERVICES (personal and government) the brands who excel always deliver their brand's promise. Consistently. Every time, every place. Customers know that they can depend on them for a great customer experience, and that builds trust and loyalty.

You have compliance standards and processes to drive operational excellence, maximize revenue and delight customers. Your managers, employees and franchisees are clear about what the brand promise is, and committed to fulfilling it. BUT – and it is a big but – you can't be everywhere. You can't be in all your locations to check. But we can. Shadow can be your eyes and ears, and measure if your brand standards are being met.

Shadow Shopper manages over 20,000 certified mystery shoppers across Australia, who will visit or call your locations then fill out custom-designed questionnaires to give you a comprehensive and unbiased view of your operations. We can evaluate the customer experience onsite, on the phone, on your website and social media. We'll provide insights about what is really going on in every location. With Shadow, you can guarantee brand compliance and deliver great value to your employees, franchisees and shareholders.

A brand is only as good as its worst-performing location

Shadow Shopping: Make sure your customers get your brand promise - every location, every time



Measure and monitor your brand standards

- Onsite presentation of branding
- Operational compliance
- Selection and availability
- Waiting / service times
- Cleanliness and appearance
- Upselling and suggestions
- Interaction with customer
- Information accuracy
- Quality and presentation
- Determining customer needs
- Thank you and invitation to return
- Overall customer experience



Grow your profits

- Ensure brand standards met at every location by every employee / franchisee
- Check and monitor training effectiveness
- Compare and benchmark performance

Information you can trust

- All shadow shoppers are certified and receive ongoing monitoring and mentoring
- All shoppers are profiled and individually selected for assignments
- Every shopper report is audited before being released to the client
- Results available next business day

Shadow Solutions



STRATEGY: Measuring the right things



TECHNOLOGY: Business imaging and visualization



Insights: Analysis to action

Shadow Shopper

1300 132 481

ShadowShopper.com.au

Safeguard your brand reputation. Give a great customer experience. Increase your profits.