



UNDERSTAND



RESEARCH

Mystery Shopping Contact Centre Review

Mystery Shopping places the company directly into the shoes of the customer by undertaking a diagnostic exercise whereby the researcher follows the channel process, pretending to be a customer in order to understand the 'real' experience.

Mystery Shopping of the contact centre channel assesses:

- IVR experience
- Performance of the colleague/ sales adviser
 - ◇ Sales skills
 - ◇ Communication skills
 - ◇ Interpersonal skills
 - ◇ Product knowledge
- Process experience, considering factors such as:
 - ◇ Waiting times
 - ◇ Call flow

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