



UNDERSTAND



RESEARCH

Mystery Shopping Retail 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 is carried out within the retail channel to assess:

- Performance of the colleague/ sales adviser
- Sales skills
- Communication skills
- Interpersonal skills
- Product knowledge
- Merchandising
- '5 sense' audit

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