



# Mystery Shopping

Companies that care about sales and service invest substantial time and resources in training their staff to consistently deliver legendary experiences.

**But how do you ensure your staff members are applying the skills they've learned?**

## **Measure Sales and Service Skills**

Signature Worldwide's mystery shopping program, **Connections by Signature™**, provides a snapshot of the sales and service skills of employees from an outside, customer perspective. This is an opportunity few companies utilize, but one that can make a marked difference in training effectiveness and bottom line results.

**Connections by Signature** can be used to measure staff performance in conjunction with one of Signature's legendary training programs or with your own in-house training program. Using your pre-determined criteria or one of our proven "magic formulas," we'll create a tailored mystery shopping program to identify where your staff excels and where they may need additional training or coaching.

Whether it's via telephone or on site, we'll pose as typical customers and evaluate your staff.

Each mystery shop includes:

- An evaluation form based on a pre-determined formula corresponding to business objectives
- Creation of realistic scenarios to best evaluate the customer service delivered by your staff
- An online score sheet that can be shared with employees and management
- Immediate access to recorded mystery shop calls via a Web-based system or toll-free number
- Monthly shop call summaries along with historical, comparison reports.

Reports from both onsite visits and shop calls are submitted quickly and are available to you for assessing, coaching or rewarding your team.

Depending on your company's needs, Signature will create a mystery shopping program that's right for you.

