



Better Business Procedures for Quality Assurance

INFORMATION/SEMINARIUM

We have regular information meetings/seminars for our Shoppers in the Nordic countries.

This gives us an opportunity to meet and interview a vast number of people so that we can judge who would suit different kinds of assignments. For some assignments we need to do an interview in depth and for telephone and e-mail assignments it can be enough with e-mail contacts and interview by telephone. Everybody that has participated in our information seminars has priority to assignments as this gives the shopper a solid education of the purpose of Mystery Shopping, our and our customers' requirements and expectations as well as how the visit and writing the report shall be done in order to give our customers optimal benefit of the concept.

PROFILE ON DEMAND

Every client has their own requirements about which profile the shopper should have, i. e. sex, age and experience. Our Shoppers are ranked in our system after who will match the profile of requirements best.

MATCHING/SCEDULING

All shoppers are handpicked for each visit. The Project Manager checks the CV of the Shopper (educations, assignments) and that the shopper does not know anyone that works in the company or the industry in question. This is to secure that the Shopper does not have a background which makes her/him disqualified or have preconceived ideas/notions about how things should be. The Shopper must be able to accomplish the visit and report it in an objective way.

BLIND TO ONE'S OWN DEFECTS

When choosing/selecting a Shopper the Project Manager takes into consideration if, and if so when, the Shopper last visited the unit in question. Some units can be visited by the same Shopper next quarter, others cannot be visited again at all (by the same Shopper). The frequencies of visits depends on the character of the assignment; the purpose is that the Shopper shall not be recognised or become blind to defects in his/her work.

SCENARIO OCH GUIDELINES

For each visit a specific scenario and guidelines are developed – that is the background the Shopper needs to know to be able to carry out the visit correctly. This is the condition for the visit to be as realistic as possible and to help the Shopper in the best way to represent an ordinary customer.

BRIEFING

Every Shopper will be briefed in a personal meeting – if that requires for the assignment. Alternatively, the briefing can be carried out via telephone in combination with text and pictures via Internet. At the briefing call we secure that all of the Shoppers have been given a complete information and that they have correctly understood the assignment before they are allowed to carry out the visit. Another alternative is a Certification, the Shopper must pass a test to 100% in order to be approved for the visit.

TIMING

All visits are planned to be carried out on specific dates, so that the visits can be equally divided during the period. To keep deadline has highest priority next to quality. We accomplish/carry out and report all visits within a fixed timeframe.

THE SHOPPER'S BEHAVIOUR

All shoppers are instructed to behave as an ordinary customer and try to melt in without drawing attention to their person. The Shopper should not be provocative. The purpose is to see if the employee act according to the concept of the company – without any influence by the customer.

CONTROL OF REPORTS

All reports will be checked/controlled by the responsible Project Manager before they will be approved. If there is anything unclear the Shopper will be contacted. All the shopper's visits will also be graded.

EQUIVALENT JUDGEMENTS

It is of great importance that all visits in a chain of stores are carried out/accomplished with the same scenario so that the results can be comparable. If the Project Manager suspects that a visit has not been carried out with the correct scenario the visit will be done once again by another Shopper.

GRADES

Every visit by a shopper will be graded on a scale from 1-10. In the grade we also include how the preparations, realization and the report of the visit have been carried out. We can see how careful and observant the shopper has been. We grade how efficient our briefing has been and how well formed, concise and detailed comments the Shopper has written. The grade is also influenced by if the visit was made within the timeframe. The grade is an indication of how well the Shopper has accomplished the task as well as how professional the Project Manager has been when selecting/choosing, briefing and follow up. A low grade can indicate that we can improve our guidelines or our briefing as well as the Shopper can improve his/her performance. This is our itool for continuous improvement.

CONTINUOUS IMPROVEMENT

Every year we evaluate all our projects to see what we can improve. This also includes the Shoppers' grading of the Project Managers.