



Mystery Shopping the Customer Experience

Use live customer interactions to help manage customer satisfaction

The Challenge

To remain profitable and achieve desired growth, companies must differentiate themselves through superior customer service. Too often, the information necessary to gauge performance or identify gaps is either difficult to gather or does not include the insight needed to make the greatest impact. Reliance on ineffective surveys or unproven benchmarks wastes time, money, and critical resources, creating ongoing ambiguity and failures to meet financial goals.

The Solution

J.D. Power's Mystery Shopping of the Customer ExperienceSM gathers critical information directly from live customer interactions and provides actionable insights regarding the customer experience with your customer-facing personnel. J.D. Power compares results of your company's performance with established benchmarks proven to have the greatest impact on customer satisfaction. Mystery shopping reports include an executive overview as well as detailed data from customer interactions and essential factors impacting your industry. The following are three industry examples:

Banking

- Customer greeting
- Wait time to speak to rep
- Customer needs assessment
- Product presentation
- Cross-selling other products and services
- Closing the sale
- Facility overview

Insurance Claims

- Customer greeting
- Customer needs assessment
- Speed of first notice of loss
- Knowledge across functions
- Channel of choice
- Empathy of rep
- Meeting promised time frames
- Ensuring point of contact
- Policy explanation
- Post-claim activity/contact

Hotel

- Customer greeting
- Courtesy and knowledge of reservation staff
- Wait time to speak to rep
- Key check-in behaviors
- Quality of food/beverage
- Timeliness of food/beverage
- Guest room meets expectations
- Facility overview
- Consistency across brand

The Benefits

Insights drawn from live customer interactions as well as established benchmarks enable your company's management to make impactful decisions without the guesswork. Whether the decision is to address performance through training, coaching, incentives, compensation plans, or by providing greater clarity regarding the customer experience to your stakeholders, J.D. Power's Mystery Shopping of the Customer Experience provides a means to make better decisions.

J.D. Power Industry Solutions

J.D. Power's products and solutions help companies measure, understand, and improve the key performance metrics that drive growth and profitability. Since 1968, organizations around the world have relied on J.D. Power as a trusted advisor for:



- Deep expertise in the industries we serve
- Advanced research science to drive insights
- A proven success record for driving results

Through an unmatched 360° view of the customer, J.D. Power can identify the multiple drivers of customer experience, measure and understand their impacts, and help you drive business results by monitoring and improving performance.

J.D. Power's Offerings include:

Industry Benchmarking

J.D. Power's independent industry benchmarking research measures quality and customer satisfaction based on survey responses from millions of customers worldwide. The company has one of the largest, most comprehensive historical customer satisfaction databases in existence, which includes feedback on customers' shopping, buying, and ownership experiences for a variety of products and services.

Tracking

J.D. Power offers three tracking solutions that enable your company to measure quality and customer satisfaction in real time and compare the data against industry benchmarks to identify areas of improvement:

Acutrend™—Provides a 360° view of the customer experience in real time through a Web-based interface that allows for an analysis of every key performance measure against established industry benchmarks

Custom Tracking—Offers a customized research and customer satisfaction measurement and tracking on a proprietary basis utilizing a variety of data collection

methods, which are accessed via a user-specific data-reporting platform

Customer Community—With J.D. Power's online panel, tracking clients receive fast feedback from their customers, while building a database of comprehensive customer profiles over time.

Performance Improvement

J.D. Power offers comprehensive solutions for businesses looking to improve customer service, satisfaction and operational performance. The company derives its insights from industry-wide benchmarks known to drive the highest levels of satisfaction, and helps organizations make changes to improve business results.

Social Media Insights

Collect and evaluate consumer sentiment in its natural form—unprompted. J.D. Power's advanced social media intelligence solutions easily integrate into your company's existing research, surpassing the basic monitoring tools that many companies currently use.

Text Analytics

J.D. Power's state-of-the-art technology analyzes all of your company's unstructured text—gathered from any

source—and provides actionable solutions and analyses that enable rapid, effective responses to the continuously changing needs and opinions of consumers.

Digital Experience Evaluation Solutions

Gain an understanding of how consumers interact with your company's website, as well as whether it is meeting the needs of consumers and how it compares to competitors. J.D. Power experts work with you to re-engage consumers on your website and to implement continual improvement.

Mystery Shopping

J.D. Power's rigorous and comprehensive sales and service mystery shopping, observational audit, and compliance services can be customized to virtually any industry.

Consulting and Training

Develop competitive advantages by integrating Voice of the Customer data, benchmarking study findings, and J.D. Power's industry expertise into your company's strategic planning and operational activities.