

Using our proprietary programs, **AboutFace clients improve their own best practices an average of 8.5% in the first year.**

Performance-based secret shopping programs improve chronic, stubborn areas managers consider impenetrable.

The truth is they are not impenetrable. We guide frontline teams just like professional athletes, through a proven process:

- Practice
- Feedback
- Reinforcement

# AboutFace's Performance-based Mystery Shopping

Research | Consulting | Rewards

AboutFace conducts Mystery Shopping programs for B2C and B2B companies in a wide range of industries

- Automotive
- Human and Pet Health
- Insurance
- Retail
- Transportation
- Hospitality
- Manufacturing
- Service Providers
- Restaurant



## FEATURES:

- Base of 210,000 shoppers
- In Person Shops or Audits
- Phone or Call Center
- Website
- A combination of these methods.

## BENEFITS:

- Reinforce frontline expectations
- Answer crucial questions about the customer's experience
- Hold your people accountable for their performance
- Gain knowledge for coaching and improvement

## OTHER USES OF SECRET SHOPPING

- Compliance
- Competitive Pricing
- Competitive Intelligence
- Observation
- Counting and Merchandising

AboutFace Programs  
provide Predictable  
Performance Improvement

[aboutfacecorp.com](http://aboutfacecorp.com)  
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