



# PERFORMANCE-BASED MYSTERY SHOPPING

## Research | Consulting | Rewards

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

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

## 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

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 that 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 programs provide predictable performance improvement.***