

# GENERATING ROI FROM *Mystery Shopping*

## CORE TYPES OF MYSTERY SHOPS



## DEPARTMENT



1.

## CONSIDERING A CHANGE IN PROCESS

Measure the effectiveness of your change in process and the ROI generated from it when SeeLevel HX evaluators visit your stores before and after implementation. These mystery shops can take place in a focused group of locations or system wide. Improve your operational process, reduce risk and improve adoption with the following types of mystery shops:



2.

## PREPARING FOR GROWTH

If your organization is preparing to accelerate growth or acquire other organizations, it is vital that you analyze the market, identify gaps in the marketplace and discover how to best position your brand. Gain a real competitive edge, increase market intelligence and separate yourself from the crowd with SeeLevel HX when you complete any of the following mystery shops:



3.

## INCREASING MARKET SHARE

Whether you are looking at new geographies or customer audiences or expanding the number of locations, gaining insight through mystery shopping can support your efforts to increase market share. Identify your strengths and weaknesses in order to increase your volume, market reach, revenue and profitability with these mystery shops:



4.

## CAPITALIZING ON CUSTOMER EXPERIENCE

How much you charge depends on the level of customer experience you offer. Keep existing customers coming back and acquire new business by enhancing your quality of service and your omni-channel presence. Improve your customer experience with the following types of mystery shops with SeeLevel HX:



5.

## PROTECTING AGAINST PHYSICAL & FINANCIAL RISKS

Keep your customers and employees protected by properly analyzing whether tasks are completed in a safe manner in compliance with company policies as well as industry regulations such as HIPAA, OSHA or FDA standards. Ensure compliance in your organization with the following mystery shops:



6.

## IMPROVING PROFITABILITY

Deliver a better customer experience than your competitors, strengthen your brand loyalty and increase customer retention. Higher customer loyalty leads to increased profitability and allows for a stronger pricing model.

- Are you leaving money on the table?
- Have your sales decreased due to competitor promotions?
- How much pricing flexibility do you have?
- Are your products and services priced too high or too low?

To answer these questions, and more, complete the following mystery shop with SeeLevel HX:



**CONTACT US** *to go beyond mystery shopping.*

For more information, or to go beyond mystery shopping, [call 404.351.7888](tel:404.351.7888) or [email info@seelevelhx.com](mailto:info@seelevelhx.com). You can also visit [www.seelevelhx.com](http://www.seelevelhx.com).