

# *The Monthly*

BY SHAW HOTELS & CONSULTANCY SERVICES PVT. LTD.



**SHAW**

H O T E L S  
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An ISO 9001 - 2015 Certified Company

**Expertise Born Of Experience**

**Established - 1991**

## ***Build Loyalty and sales will follow.***

by Shaw Consultancy

If you're wondering why your business isn't soaring the way that you'd imagined despite investing in the perfect equipment, the most qualified employees and best products and services, it's probably because you forgot one of the most important steps of running a successful business: **customer service evaluation.**

Businesses have transformed and upgraded themselves with time, but the one thing that has remained constant throughout the years is that the Customer still remains the King. If you're not serving your customers the way that **they want to be serviced** then you **risk losing them** to a competitor who will.

And this is where Mystery Shopping can contribute. Mystery Shopping is the process of using trained and experienced individuals to act as potential/actual customers and observe the customer service process and report their experience and insights in a detailed and objective way.

Mystery Shopping provides simple, objective observations of your employees and operations through the eyes of professional, undercover shoppers.

These shoppers visit the store with a very objective and specific mindset. When mystery shoppers go on an assignment to your store, they analyze everything from your customer's point of view, from site condition to greeting, service, knowledge and parting comments. They also evaluate how the staff behaves with customers and attends to other potential customers and overall what is their body language.

The purpose of this whole process is to discover areas of improvement from a customer's perspective. If done correctly, Mystery Shopping can help businesses increase their sales, satisfy their customers, build brand loyalty, help their employees put their best foot forward and become more profitable.

## ***But, how will Mystery Shopping help my business?***

- Get an on-ground assessment of key behaviours by your front-line associates.
- Get genuine and unbiased feedback on how your customers perceive your brand.
- Understand the customer experience of your customer's from their point of view.
- Identify the pain points of your customers and enhance their customer experience.
- Ensures that company standards are maintained by all the employees, across all locations.
- Ensures that your brand is one step ahead by identifying the problems/concerns and resolving them before it escalates into a customer complaint.
- Identify and incentivise/reward the best performing employees.
- Identify best practices that allow each branch and staff member to achieve excellence.
- It helps you determine your strongest and weakest links, provide the right training, and also track the effectiveness of the training through mystery audits.



The insights and observations that you gain through a mystery shopping program help you provide a better experience to your customers, which in turn helps you build customer loyalty. Shaw Hotels & Consultancy is one of the leading Mystery Shopping and Audit companies with over 25 years of experience of helping businesses across the globe improve their customer service experiences.

So if you want your business to thrive in this ever-changing market then get in touch with our team and let us help you turn your Customer Experience into Customer Delight.

For more information:

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