

Title: Mystery Customer / Internal Reports

Aims: To provide mystery customer / internal reports on service industries

Objectives: Explore service levels in specific business
Develop independent quality systems
Improve customer levels of satisfaction
Find levels of underperformance in the service industry

Target Audience:

This course is designed for anyone who wishes to improve the level of their service industry. These independent reports can be used a part of the organizations quality systems, as well as highlighting areas of good and poor performance.

Reports

- Venue analysis
- Key staff and good practice highlighted
- Recommendations to improve levels of customer satisfaction shown
- Report can confirm / accredit current quality systems
- Poor practice shown
- Underperforming staff highlighted
- Audits are time indexed and dated to enable correlation with venues own monitoring systems
- Female / male / disability/ racial teams available to assess cross cultural service levels
- Single and multi reports available to ensure consistency of assessment
- Reports can be hard copy or electronically produced as requested
- Emergency reports available for short notice if required

Commentary

The mystery customer / internal reports provide an excellent independent assessment of service levels within a particular industry. It enables areas of good practice to be highlighted, as well as areas of concern to be shown.

In addition, the reports can be validation / incorporation as part of the industries quality control systems. The reports can be presented in differing formats, as well as a variety of teams utilized in order to test service levels across a range of diversity and opportunity for customers.