



# UNMASKING EXCELLENCE

MYSTERY SHOPPING VERSUS  
CUSTOMER SATISFACTION SURVEYS

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# WHY MYSTERY SHOPPING TRUMPS SURVEYS FOR BUSINESS INSIGHT

Mystery shopping and customer satisfaction surveys are both valuable tools for businesses to gauge and enhance their customer service and overall performance. However, they serve distinct purposes and offer different insights into the customer experience.

## CUSTOMER SATISFACTION SURVEYS

Customer satisfaction surveys are a common method used by businesses to gather feedback directly from customers.

Typically, these surveys involve a set of standardized questions that customers answer based on their experiences. The aim is to measure overall satisfaction, identify areas of improvement, and gather quantitative data.

### Advantages:

- **Broad Feedback:** Surveys can be distributed to a wide customer base, making it possible to collect feedback from a large number of customers
- **Quantitative Data:** The data gathered from surveys is often numeric and can be statistically analysed, providing insights into overall satisfaction levels and trends.

### Limitations:

- **Subjectivity:** Survey responses are subjective and can be influenced by factors like the respondent's mood at the time of the survey, even the current weather.
- **Limited Context:** Surveys provide information about what customers say but often lack the context of real-time experiences.

# MYSTERY SHOPPING

Mystery shopping, on the other hand, involves hiring trained individuals (mystery shoppers) to act as customers and evaluate a business's performance. These shoppers follow predetermined scenarios and criteria to assess various aspects of the customer experience.

## Advantages:

- **Real-Time Insights:** Mystery shopping provides real-time, firsthand feedback by simulating the customer experience. It can reveal details about staff behavior, cleanliness, and service quality that surveys may miss.
- **Objective Evaluation:** Mystery shoppers follow specific criteria, leading to more objective and standardized assessments without subjectivity.
- **Identifying Training Needs:** It helps identify specific areas where employees may need training or improvement.

## Limitations:

- **Cost and Resource Intensive:** Employing mystery shoppers can be more expensive and resource-intensive than sending out surveys.
- **Limited Sample Size:** Mystery shopping typically involves a smaller sample size compared to surveys, which may limit the breadth of feedback.

*In essence, when considering the limitations of mystery shopping, it's crucial to emphasize the importance of objectivity and professionalism in the survey process.*

## THE IMPORTANCE OF MYSTERY SHOPPING:

Mystery shopping plays a crucial role in uncovering aspects of the customer experience that might go unnoticed by surveys alone. It provides a deeper understanding of the day-to-day operations and interactions within a business, helping identify strengths and weaknesses that can be critical for improvement. By identifying specific areas for enhancement and offering actionable insights, mystery shopping contributes to creating a more customer-centric business environment.

### IN CONCLUSION

- While both mystery shopping and customer satisfaction surveys have their place in understanding and improving customer experiences, mystery shopping offers a unique perspective that goes beyond what surveys can provide. Its real-time, objective assessments help businesses uncover hidden issues, enhance training, and elevate the overall quality of customer service.

Companies that choose to use mystery shopping in conjunction with customer satisfaction surveys have stronger foundations for their operations and level of service.

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