International Journal Of Scientific And University Research Publication

ISSN No 2017/2364

Listed & Index with
ISSN Directory, Paris

Multi-Subject Journal

Volum : (3) | Issue : 211 |

INTERNATIONAL JOURNAL OF SCIENTIFIC AND UNIVERSITY RESEARCH PUBLICATION

IJSURP International Journal Research

VOL- (3) ISSUE 211 ISSN 2017/2364

Research Paper

A STUDY ON CUSTOMER EXPERIENCE MEASUREMENT IN RETAIL SALES AND SERVICE CHECK RELIABILITY BY MYSTERY SHOPPING METHOD

J.MARTIN LEONARD || Teaching Assistant
Indian Institute of Management - Tiruchirappalli
Tamilnadu.

ABSTRACT **Marketing, as Peter Drucker says, is nothing but looking at your own business processes from customers' point of view. In this view, Mystery shopping is a valuable tool to**

able tool to identify the business to improve their current status, and help them to understand the areas which will be improves through the customer experience audit. This kind of audit should to be done to evaluate the current status of the management process. If we like to maximize profits, we need strategies, and then implement it at right time. In that situation, Mystery shopping is a tool to develop the marketing strategy to attain the business goals and objectives. Because a good strategy is based on the perfect analysis of empirical data,including market needs and trends, competitor capabilities and offerings, and the organization's resources and abilities. In that way mystery shopping is a healthy tool and remedial action for this present retail sales sector and also it's useful to evaluate the service quality in the service delivery process. It brings the effective report and positive solutions for the retail sales and service sector. And It brings also the effective report and positive solutions for customers in financial, automotive, and hospitality industries.

KEYWORDS :Mystery shopping or a Mystery audit, Evaluator, Participant observer,

INTRODUCTION

According to American Marketing Association, "Marketing research is the function that links the Consumer, customer and public to the market through information-information used to identify and define marketing opportunities and problems, generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process." In that way, marketing research plays an important rolein translating data into valuable information. Any business firm will seek edging point of attracting and retaining customers in this competitive market environment. The business understands its customers through the marketing research, using systematic projects directed toward current specific problems at hand, and continuing, ongoing measurement of the market- place. In this way Mystery shopping is more useful to reveal the true nature of the business. Basically Mystery shopping is a secret shopping method to find out the truth nature of the business center.

Mystery shopping or a mystery consumer is a tool used externally by the market research companies, its measure the quality of service, or compliance with regulation, or to gather specific information about the products and services. Mystery shopping is a method of participant observation, its uses evaluators, researchers, to act as ordinary consumer to monitor the process and procedures in the sales & service sector.

The mystery shoppers specific and purpose is usually not known by the store being evaluated. Mystery shoppers perform assigning tasks such as purchasing a product, asking questions, registering complaints or behaving in a certain way, and then he/she will prepare a detailed report or feedback of their brief experiences.

Mystery shopping was standard practice by the early 1940s as a way to measure employee integrity. Tools used for mystery shopping assessments range from simple questionnaires to complete audio and video recordings. Mystery audit to be used in any industry, with the common venues being retail stores, fast food chains, hotels, restaurants, movie theaters, banks, financial institutions, car dealerships, gas stations, health clubs, health care facilities and apartments. Now mystery shopping has become rise in the medical tourism industry, with health care providers and medical facilities using the tool to assess and improve the customer service experience.

OBJECTIVES OF MYSTERY SHOPPING IN MARKETING MANAGEMENT

- To monitor the sales point or a service station to create a better way, design and deploy to delight customers.
- To support the marketing related function like Market research, producing a marketing plan, product development, advertising, promotions, and distribution for sale, customer service and public relations.
- To evaluate the effectiveness of actual procedures and the real implementations.
- To identify the areas to be develop for the best result.
- To behave as a scanning tool for invisible errors and feeble levels in the service process.

METHODOLOGY

In terms of methodology, only few articles were published on mystery shopping. This study is done in qualitative research method because this paper aims to bring out the qualitative aspects of mystery shopping and its benefits. A participant observer was allowed to note about their views and options by the preset typed questions as a measurement parameter.

Advantages of the Continuous Mystery Shopping

- Participant observation helps to develop the decision making plan for the management Panel.
- Systematic and well organized mystery shopping plan provide the best feedback to evaluate the functions.
- It's a good tool for appraising the implemented management actions.
- It's a real motivational tool to encourage the professionals for the career development with the appraisal and the training process

THE IMPORTANCE OF MYSTERY SHOPPING

Mystery Shopping is a diplomatic business technique which is used to investigate the current status of the sales and service industries. It measures the intangible service experiences and revealing the true nature of business. This highly competitive business world, **Mystery Shopping** gives provides a professional self-appraisal for all your customer services and it's taking a main role to frame a unique strategy. It's revealing the true nature of present status of your business from the customer point of view. And so mystery shopping is the powerful tool to measure service performance against the preset quality standards. Mystery shopping report has provided the expert advice by mystery shopping research guidance and it helps to choose the right decision to generate meaningful results for the efficient change.

The role of Mystery Shoppers in Customer experience measurements

Marketing research in older days, an area or regional manager

selected the person for the business investigation. Some exceptions like situations, distances, timely requirements where the mystery shopper is most probably like a stranger from the particular business, for the mystery audit. Mystery Shoppers are selected by the extensive geographic coverage and skilled wise and experienced wise. The trained shoppers have the data collection skills and report writing skills on key aspect to the concerned mystery agencies. Specifically the mystery guys have observed the customer behavior in customer handling skills and sales skills during the working hours.

Mystery shoppers and mystery auditors are monitor the managerial effectiveness and managerial requirements. Mystery auditors may also monitor the brand evaluation through the mystery shops, Mystery audit solutions are very important to improve the efficiency and effectiveness of the management functions and making of marketing decisions.

Characteristics and functioning role of the mystery shopper Basically the mystery shoppers are independent contractors. He must have the knowledge about access the computer with internet. The mystery shops called Assignments, It was posted in specific website, and then the mystery shopper applied the shop for mystery visit. After the confirmation, the Mystery audit done and completed by the mystery shopper within the scheduled time.

Mystery shopping agencies expecting the documentation or proof of a shop, the actual guidelines are previously sent to the shopper like the shop out line, Business Card, Paper work for the retailer or a quotation a receipt for a purchase a copy of a ticket and it will attach in the survey form while in report sending. Each and every mystery shopper must have a digital camera. And also the shopper needs the scanning facility to complete the mystery report.

The purpose of the mystery shoppers in the retail stores & service sector

The mystery shoppers provide the best feedback and they are creating the better hope for quality work possible. It brings good sales in a higher level, and then automatically business will increase.Mystery shoppers are assisting to improve the customer service awareness. Survey forms have the all features to build a business in a progress way. The unbiased opinion provides the more realistic image of customers view. It may be the good one to establish the business.

CONCLUSION

It's no secret that some of the world famous and most successful brands which their success to market research strategy. It shows that, they have huge success from of their consumers. After all, the primary objective of market research agencies is to build a connection with the customer in the most bottom levels to the potential level customers and their impacts in his routine life. In that issue Mystery shopping is a best tool for analyzing the idea of the customer's view at every stage from crafting a product and the sales and the after sales service.

It brings the effective report and positive solutions for customers in the retail, financial, service quality, automotive, and hospitality industries. Mystery shopping method makes a standardize quality of the all service checking, and its challenging the next round of checking for the perfect standardizing will be achieve

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