

Case Study

Vietnam in our circle of Mystery Shopping

Market Challenge

Vietnam has grown and prospered over the past 20 years, and has recently been tagged as one of the fastest growing economies in the world. As per McKinney quarterly report, running about 1000 miles north to south, Vietnam is predominantly rural and its infrastructure presents many challenges.

Challenge faced is as in all emerging markets, qualitative research met early resistance from the public who misunderstood it as marketing or sales. However now its opening and the support towards Market research has increased

MMRSS' Mms™ Approach

Our approach is dominated by 5 pillars including a strong presence of more than 10years, an intelligent workforce, our focus for quality, our passion for Technology and our strong Client Relationship.

We understand that every company has different need; hence every strategy developed by mMS is unique and customised for the client's need. We use advanced technologies like Computer Aided Telephonic Interviews (CATI) to get the best Shoppers recruited for the project, Video recording which provides high level of post-audit analysis and is real portrayal of experience for our clients. We also use various methods to grade the shoppers and hence reward the best ones. A database is maintained for all the countries we have presence.

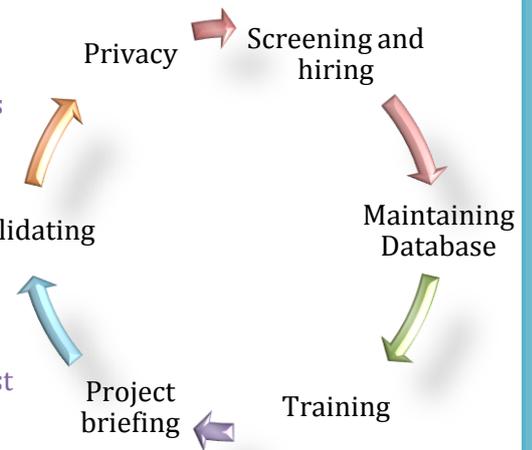
A chain of hospitals in Vietnam wanted to understand patient flow, key barriers and perceptions of the patients for the declining numbers. In order to do this we had to recruit mystery patient which was a major challenge as the mystery patients had to be diagnosed by doctor at different levels. The pen video recorder was used to record the study which was able to give client understanding number of features and factors that limit/influence patient's decisions at various stages like front desk, OPD and IPD.

In Summary

- Vietnam one of the fastest growing economy
- Market research in Vietnam
- Advanced technology for operational excellence in Mystery Shopping.
- How Majestic MRSS promise quality work

The Results

Mystery Shopping in Vietnam as in any developing economy is predominantly depending on Recruitment of the Shoppers and Quality work of an the market research firm. At Majestic MRSS we follow strict practice of Screening and Hiring the best with our CATI(Computer Aided Telephonic Interviews) followed by Maintaining the Database of best shoppers, Training, Project briefing and rewarding the shoppers. Detailed validation of the output drawn by the shops. Last but not the list maintaining Privacy of our clients.



About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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