

## Case Study

# Mystery shopping for an IT institute

### Market Challenge

A Seven Computer Training institutes merged with one of the big companies but the consolidation failed to unite the different cultures and style of doing business at the various locations resulting in poor customer satisfaction surveys.

Hence, they approached Majestic MRSS with objective to merge cultures into one service philosophy and one medical practice in their company.

### MMRSS' Mms™ Approach

Armed with information about the business, the mystery shopper visited the client's locations. Simulating a normal customer experience, the mystery shopper paid careful attention to every detail of the visit to understand the needs of employees and cultural difference in the company

### The Results

Independent customer service studies showed improvement following an eight-month campaign of mystery shopping analysis and training programs designed for management and employees.

### Related readings:

1. [Automobile dealer's Mystery Shopping](#)
2. [Mystery Shopping at Hospital](#)
3. [Mystery shopping for a travel company](#)

## 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](http://www.mmrss.com)

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MMRSS' Global Mystery Shopping Practice