

Case Study

Mystery shopping for a travel company

Market Challenge

A travel company approached Majestic MRSS with the objective of establishing best practice through key performance indicator. They wanted to evaluate current level of service and ability of individuals from the sales teams through a programme of telephonic mystery shopping. They also needed to compare current sales and service levels against agreed measures and identify opportunities for development through training workshops. They ultimately wanted to build confidence, motivation and enthusiastic sales team that will consistently exceed targets contributing to personal satisfaction and growth in organizational market share.

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.

The mystery calls were recorded to laptop computer and then replayed. In the follow up workshops, delegates were encouraged to give each other feedback and identify examples of excellent service and sales ability, as well as areas for improvement. The whole exercise was incredibly positive once everyone had recovered from the initial shock of hearing themselves on tape. This process will be repeated every month throughout 2004.

The Results

Since the beginning of the mystery shopping programme in Jun 2003 the travel company has seen a steady improvement in their conversion level and average profit per booking.

Related readings:

1. [Automobile dealer's Mystery Shopping](#)
2. [Mystery Shopping at Hospital](#)

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

Contact us:

Majestic Market Research Support Services Ltd.

160 A Prem Chaya Building,

LBS Marg, besides Rock On boutique,

Besides Taximan Colony, Kurla (West).

T: +91 2226540719

Raj Sharma : +91 9322105830

info@mmrss.com