



MYSTERY SHOPPING SERVICE

Effective, Ethical Services and Solutions

Orion provides mystery shopping services to help clients protect against fraud, enhance their reputation and increase their revenues.

What is the Mystery Shopping?

Mystery Shopping is when a company hires investigators to pose as customers of their own company in order to receive an independent report on the customer experience. This report can include an evaluation of the service quality provided by their staff, verify the presentation of the staff, the appearance of the business, the way merchandise is displayed and whether any other business or franchise policies are being followed. Some businesses also hire Mystery Shoppers to visit their competitors to obtain useful competitive intelligence.

Why use Orion Mystery Shopping Service

Independent information provided by Mystery Shoppers allows companies to evaluate their own service levels, identify training needs of staff, make stores safer, compare different branches and generally improve their overall performance. However, Mystery Shopping is not just a tool to find out what is being done wrong. It is also a tool to find out what is being done right and to praise and reward employees and branches accordingly. Orion's Mystery Shoppers can be your eyes and ears when evaluating your company. Also, when your staff know that Mystery Shoppers may visit their shops at any time, they will be motivated to provide consistently high levels of service.

Mystery Shopping is much more effective than traditional Customer Satisfaction Surveys. Research has shown that dissatisfied customers do not usually inform management about their experience - they are much more likely to leave, never come back and (worst of all) inform all their friends about their experience. Mystery Shopping gives business managers the opportunity to receive accurate feedback on the businesses' performance and take appropriate action – whether that is rewarding staff for their good performance or taking corrective action to address problems.

Recent legal developments in Thailand have made it easier for consumers to sue businesses for negligence when they provide poor service. Employing Mystery Shoppers is one way to protect your business from such claims and demonstrate that you have taken all reasonable precautions to ensure that you are providing consistent service. Mystery Shoppers can also ensure that your business is regularly following any applicable government regulations.

Our Service to You

Our team of experienced investigators is ready to provide you with the accurate and independent analysis of your performance that you need to make the decisions which will guide your company to a successful future.

The following are just some examples of companies who have benefited from Mystery Shopping services –

- A credit card company found out that their sales staff were assisting credit card applicants to commit fraud in their application forms and obtain higher credit limits than they would normally receive. They prosecuted one such sales staff for fraud and sent a strong message to the rest of their sales team that this behaviour was unacceptable.
- A restaurant found out that their staff were providing poor service and also under-reporting the revenue of the restaurant to staff. They changed the manager and introduced better accounting systems.
- A convenience store franchise found out that one of their stores was implementing all franchise policies and providing excellent levels of service. They rewarded the store by naming it the best store in the country and made it an example for all other stores to look up to.
- A hotel found out that their reception staff were doing an excellent job and welcoming their guests to the hotel and praised them during their next staff evaluations. However, they did find out that many staff did not call their guests by their names enough and provided extra training to their staff on how to do this.
- A language school found out that their front office staff did not provide friendly service to potential students. They corrected the problem and saw enrolment rates increase dramatically.
- A nightclub hired mystery shoppers to confirm that their staff were checking customers' ID cards before allowing entrance and serving alcoholic drinks.

For more information and a free consultation
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