



Shadow Shopper

Keeping an eye on business

Checklist : Mystery Shopping Supplier	Shadow Shopper	Other supplier
Choice of Program		
Tailored (Fully customised & managed)	✓	
Packaged (Fixed price packages)	✓	
Run Your Own (Select & manage your own shoppers)	✓	
Run your own Audit Program (Shadow QC)	✓	
Shoppers		
National coverage, trained & certified	✓	
Demographic segmentation	✓	
Preferred Shopper Program (Ongoing Assessment & Monitoring)	✓	
Individually selected & assigned to jobs	✓	
Reports		
Reports available within 24 hours	✓	
Quality Assurance Process before release	✓	
Traffic Light Alert on real time data	✓	
On line Graphing & Trend Analysis	✓	
Drill down / roll up Analysis	✓	
Individual reports with all questions, answers & scores	✓	
On line Query Facility	✓	
Program Design Skills & Capability		
Research Design Expertise	✓	
Statistical Analysis Skills	✓	
Questionnaire Design Skills	✓	
Questionnaires		
Questionnaire Library (80+)	✓	
Full range of question types (10+)	✓	
Carry forward actions from previous visit	✓	
Net Promoter question capability	✓	
Hidden & delayed questions	✓	
Linked month to month (Business Improvement)	✓	
Website		
Secure customised website	✓	
Logins for all staff (if required)	✓	
Login permissions determine access level	✓	
Hosted at Australia's leading Data Centre	✓	
Perfect Security record	✓	
Mystery Shopping Systems		
Proprietary software (not off the shelf)	✓	
Upload /download capability & back data integration	✓	
Integration with existing systems	✓	
Fully scalable	✓	
Additional Services		
Online Customer Surveys	✓	
Photo & video capability	✓	
Price Checks & Competitor Analysis	✓	
Website & Email checks	✓	