



Shadow Shopper

Keeping an eye on business

Customer satisfaction is important, but it isn't enough. Dissatisfied customers don't come back, but neither do 80% of satisfied customers.

Businesses don't need satisfied customers; they need loyal customers. Loyal customers who not only come back, they tell others. They bring more customers. That's what makes a business grow.

Since 2004, businesses all over Australia rely on Shadow Shopper to see themselves through their customers' eyes. Successful businesses know it's the only way they really know what their customers expect and experience. With Shadow Shopper they can measure and improve customer loyalty, and they know that increased customer loyalty means business growth and increased profits they measure and improve customer loyalty.



Who Needs a Shadow Shopper Program?

Shadow Shopper programs are in all kinds of businesses. Retail, cafes and restaurants, shopping centres, financial services, even childcare centres. What these businesses have in common is **customers**. If your business has customers then you need Shadow Shopper.

No Hidden Agenda

Shadow Shopper has no conflict of interest. We are not trying to sell you training or consulting. You can trust us to tell you how things really are and give you a completely independent, objective Shadow Shopping program with results you can rely on.

What Your Customers See

No business means to treat their customers badly, but overwhelmingly people report bad customer experiences. With the Internet these experiences are shared with thousands, even millions, of others. Often the last to know is the business itself.

Shadow Shoppers Are Real Customers

30,000 shadow shoppers throughout Australia mean that we can match our shoppers to your customer profile, so that you get real information from real customers.

Every shopper is hand-picked for each assignment. All reports are carefully checked before we release them to clients, and you still get them within 24 hours.

'What gets measured gets done'
Tom Peters

Net Promoter

Customer loyalty is highly correlated with profitability and growth, and Net Promoter scores are the most reliable way of measuring your customers' loyalty. Shadow Shopper builds Net Promoter scores into all programs, and has extensive statistics so that you can compare your business to others within your industry.

Customer Experience

Shadow Shopper doesn't just send in a random shopper, ask a few questions then post a 'report'.

Shadow Shopper designs your program to get information on what actually happened as well as what your customers expected and felt about their experience.

Results in 24 Hours

Access your reports on your customised website with an easy dashboard and great graphing and trend analysis. No IT required, all you need is the Internet. Your data is absolutely safe in the largest, most secure data centre in Australia.



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Positive Impact on Business

A Shadow Shopper program has a positive impact on business. Performance improves by the simple act of measuring it. When people know they are being measured they try harder and perform better. Immediate feedback and early warnings protect your brand and improve your business.

How Long Does It Take?

Your Shadow Shopper program can be up and running in as little as 2 weeks. We make it easy. We do all the work. All you have to do is tell us your company standards and what you want to know, and we do all the rest. We set you up with a signon to your personalised, secure website where you review everything online, give us the go-ahead and you're up and running.



How Much Does It Cost?

Programs start from as little as \$63 per visit, and \$35 per phone check. There are no surprises or hidden costs. This includes your website, hosting your data and as many users as you need. Call us for an obligation-free quote.

What About Changes?

No problem. Shadow systems are all developed inhouse, so we have total flexibility. If you want to change your questionnaire, shopper profile, scenarios, whatever, just let us know and we'll do it free. It's all part of the service.

Contact Us

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Loyal customers tell 4 to 5 others. Unhappy customers tell 11 others, who each tell 5 others

It costs 5 to 10 times more to attract a new customer than to keep an existing one.

96% of unhappy customers don't complain. 98% don't give the business a second chance.

A 2% increase in customer retention has the same effect on profits as cutting costs by 10%

A 5% reduction in customer defection increases profits by 25% to 85%

Shadow Surveys

Need market research in a hurry? Get your answers in days, not weeks! We have thousands of consumers all over Australia waiting to do your survey. Let us know your target profile, and we'll select a panel of consumers matched on demographics, consumer habits and preferences.

75% of marketing budgets are spent attracting new customers. 90% of revenue comes from existing customers

Who Uses Shadow Shopper?

Retail
Cafes & Food
Competitor Checks
Hairdressers
Real Estate
Car Sales
Phone Checks
Shopping Centres

Call Centres
Childcare Centres
Channel Partners
Online Business
Financial Services
Price Checks
Promotions Evaluation
Training Effectiveness